

Desktop, Laptop and Tablet Computers - UK - August 2016

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“The main challenge facing the market is that older devices can run common day-to-day apps and productivity software, and they can run them well. You do not need a new, more powerful device to browse the internet, access social media, use Microsoft Office or watch Netflix.”
– Mark Flowers, Analyst

This report looks at the following areas:

- Device longevity stretches further and further
- The struggle to make tablets a main device

The expansive growth of the tablet segment has come to an end and the release of Windows 10, which was expected to buoy the PC segment, has come and passed without having the impact that was hoped for. The biggest challenge facing the market is ever longer replacement cycles. Devices five years old or more can fulfil consumers’ needs just as well as new devices in many cases. With the increasing prevalence of cloud computing in consumer technology this decline in reliance on new hardware will only grow.

With tablet penetration having started to plateau, the segment is becoming more reliant on upgrade sales. Consumers are less likely to upgrade secondary devices and tablets are not typically used as people’s primary device. Some tablet manufacturers are trying to change this perception with Pro models (eg the iPad Pro line and Surface Pro devices), while other manufacturers have seen the opportunity for a new type of device: the hybrid laptop, which combines the functionality of tablet and a laptop.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Multi-sector brands score higher on trust and differentiation

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