

## Desktop, Laptop and Tablet Computers - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The UK computer market is set to continue its decline, but hybrid devices represent a key area of growth in the near future. Windows tablets appear to be benefiting from a turn towards hybrid devices the most, as Windows tablets can run the same software as laptops as well as being usable in notebook form factor.”

**- Mark Flowers, Research Analyst – Consumer Technology**

This report looks at the following areas:

- **Apple risks falling behind without embracing hybridisation**
- **Getting consumers to switch operating system**

The UK computer market has continued to decline in 2017, with sales of desktops, laptops and tablets all dropping. However, new hybrid form factors appear to have strong consumer appeal and are expected to become a larger part of the market in the near future – although this area of growth does not come without drawbacks, as the rise of two-in-ones that can fulfil the use cases of both a PC and a tablet threatens to cannibalise sales across segments.

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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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