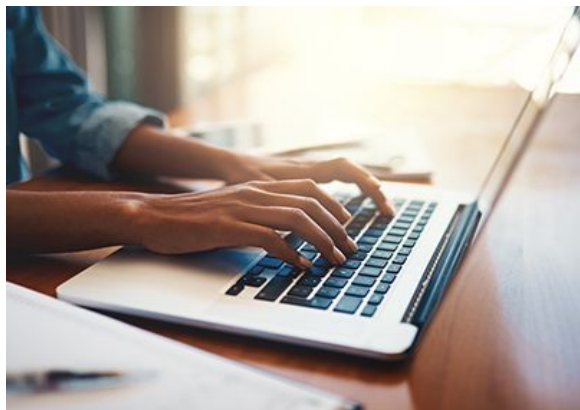


## Desktop, Laptop and Tablet Computers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The desktop, laptop and tablet market continues to decline, with desktops in particular still set for a difficult future, although manufacturers will hope the rapidly growing competitive gaming sector can help. Meanwhile, laptop sales continue to decline but Chromebooks are gaining in popularity.”  
**– Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

Consumers are also increasingly finding value in using their tablet for working or studying purposes, as the likes of Apple and Samsung continue to push their credentials as genuine laptop replacements.

- **Plug-in accessories for the iPad could present tablets as a laptop alternative**
- **Working with esports stars could help boost desktop sales**

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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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- Increased interest in mobile working hurting desktop sales

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CPU shortages cause Intel to focus on higher-end computers  
5G computers in the pipeline but incentive to upgrade will be limited

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- Increase in tablets with detachable keyboards for Millennials
- Purchase considerations stay on track
- Most consumers do not prioritise brands for new computer purchases
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