

# Computer Companies - World

## Market Analysis – 2016-2021 Trends – Corporate Strategies

*Publication date: January 2016*

**Exclusive extracts from this 228-page-long report:**

**- What is the business?**

This report covers the worldwide market for personal computer hardware used in a home or office environment including desktops and laptops. [...]

**- Who are the key players?**

The major players analysed are varied, ranging from highly-diversified groups such as Sony that dabble in computer-making to more focused companies such as Lenovo, which generate the lion's share of their revenue from computer sales. The industry is fairly consolidated with the top five players generating 66.1% of industry volume. [...]

Companies analysed in the report include: **APPLE, HP, SONY, TOSHIBA, DELL, FUJITSU, LENOVO, ASUS, SAMSUNG, MSI, POSITIVO and ACER**

**- How intense is competition?**

The personal computer manufacturing market is highly commoditised with little differentiation in product features and limited brand loyalty, meaning that price acts as the main competitive driver, except in the premium segment. Price wars lead to paper-thin margins for players. [...]

**- What are the main markets?**

Replacement generates around 60% of demand globally. Western industrialised countries are more mature, saturated markets on which around 80% of demand is driven by replacement purchases. On both emerging and developing markets, PC sales have taken a hit as consumers have diversified their devices and dedicated their spending to tablets or smartphones to fulfil tasks for which they previously used computers, stretching out the life of their PC. Nevertheless, there is a glimmer of hope: with tablet and smartphone penetration now high, some spending is expected to shift back to PCs. This is particularly true of mature economies such as the U.S. and Western Europe while in emerging markets, PC remain a lower priority than substitutes. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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Analyst, Xerfi Global

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