

Global Laptop Market Report and Forecast 2023-2028

Market Report | 2023-04-05 | 233 pages | EMR Inc.

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Report description:

Global Laptop Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global laptop market reached a value of USD 156.24 billion in 2022. Aided by the increasing demand for remote work, online education, and gaming, the market is projected to further grow at a CAGR of 3.1% between 2023 and 2028 to reach a value of USD 197.01 billion by 2028.

Laptops are portable personal computers that offer a combination of processing power, mobility, and connectivity. They are equipped with a display, keyboard, touchpad, and various input/output ports, allowing users to perform tasks, access the internet, and run software applications. Laptops cater to diverse user segments, including students, professionals, gamers, and content creators, among others. With organisations adopting work-from-home policies and educational institutions transitioning to virtual classrooms, the need for laptops with reliable performance, long battery life, and seamless connectivity has risen significantly. The growing popularity of gaming is another factor contributing to the expansion of the laptop market.

The rise of eSports and an expanding gaming community have led to the demand for high-performance gaming laptops equipped with powerful processors, advanced graphics cards, and high refresh rate displays. Manufacturers have responded by introducing innovative gaming laptops with features such as customisable RGB lighting, improved cooling systems, and immersive audio experiences. Rapid advancements in technology have also fuelled the growth of the laptop market. The introduction of new processors, graphics cards, and storage solutions has enabled the development of laptops with improved performance, energy efficiency, and portability. Furthermore, manufacturers are focusing on enhancing the user experience by offering laptops with features such as high-resolution displays, touchscreens, and biometric authentication.

The laptop market has also been influenced by the rising demand for ultrabooks and 2-in-1 devices. Ultrabooks are thin and lightweight laptops with long battery life, designed for users who prioritise portability and productivity. Increasing focus on sustainability and environmentally friendly practices has also shaped the laptop market. Manufacturers are now emphasising the use of recycled materials, energy-efficient components, and responsible manufacturing processes to minimise the environmental impact of their products. Furthermore, the emergence of initiatives such as "right to repair" has encouraged manufacturers to design laptops with modularity and repairability in mind, promoting the longevity and sustainable use of these devices. This in turn is expected to positively impact the growth of the laptop market.

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Market Segmentation?

The market can be divided on the basis of type, screen size, price, end user, and region.

Market Segmentation by Type:

- Traditional
- Breakup by Type
- Touch Screen Enabled
- Touch Screen Disable
- 2-in-1

Market Breakup by Screen Size:

- Up to 10.9" Inch
- 11" to 12.9" Inch
- 13" to 14.9" Inch
- 15.0" to 16.9" Inch
- More than 17" Inch

Market Segmentation by Price:

- Up to USD 500
- USD 501 to USD 1,000
- USD 1,001 to USD 1,500
- USD 1,501 to USD 2,000
- Above USD 2,001

Market Division by End User:

- Personal
- Business
- Gaming

Market Division by Region:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape?

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global laptop companies. Some of the major key players explored in the report by Expert Market Research are as follows:???

- Lenovo Group Limited
- HP Development Company, L.P.
- Dell Inc.
- Acer Inc.
- Apple Inc.
- ASUSTeK Computer, Inc.
- Samsung Electronics Co., Ltd.
- Sony Group Corporation
- Micro-Star INT'L CO., LTD.
- Microsoft Corporation
- Others

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