

India Laptop Market Report and Forecast 2024-2032

Market Report | 2023-12-20 | 210 pages | EMR Inc.

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Report description:

India Laptop Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India laptop market is projected to grow at a CAGR of 6.7% between 2024 and 2032. Aided by the rise in remote work culture, digital education initiatives, and the young demographic's tech-savvy nature, the market is expected to grow significantly by 2032.

Laptops, once considered luxury items, have now become an indispensable tool for a vast segment of the Indian populace. This shift in perception is attributed to the increasing affordability, rapid technological advancements, and the diverse range of options catering to both professionals and the general consumers. Laptops cater to a broad spectrum of needs, from professional tasks, gaming, educational purposes, to everyday entertainment.

A significant driver behind the burgeoning India laptop market growth is the transformation of the workplace and educational institutions. The COVID-19 pandemic induced a swift shift to remote work and online education, boosting the demand for laptops. Even as the world is gradually returning to normalcy, the hybrid model of work and the e-learning trend seem to have secured a permanent place in the Indian landscape, further fuelling the market's momentum.

As per the India laptop market analysis, country's youth demographic, which forms a substantial chunk of the population, exhibits a pronounced inclination towards technologically advanced gadgets. This penchant, combined with increasing disposable incomes, is playing a pivotal role in driving laptop sales. Gaming laptops, in particular, have found immense popularity among the younger generation, given the rising trend of online gaming and e-sports in the country.

On the industrial front, the market in India is witnessing the entry and expansion of numerous global giants, recognising the country's vast potential, and propelling the India laptop market demand. These companies, alongside indigenous brands, are not only focusing on premium segments but are also introducing budget-friendly, feature-rich options to cater to a larger audience base. This strategy is crucial, considering India's diverse socioeconomic landscape.

One of the noteworthy India laptop market trends is the growing focus on sustainability and eco-friendliness. With environmental concerns gaining prominence, several laptop manufacturers are ensuring their devices are energy-efficient, employ sustainable materials, and offer robust recycling programs.

Market Segmentation □

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The market can be divided based on product type, design, screen size, price, end use, and region.

Market Breakup by Product Type

- Traditional

- 2-in-1

Market Breakup by Design

- Ultrabook

- Notebook

- Others

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 Breakup by Price

- Less than INR 40,000

- INR 40,000 to INR 80,000

- More than INR 80,000

Market Breakup by End Use

- Personal

- Business

- Gaming

- Others

Market Breakup by Region

- North India

- East India

- West India

- South India

Competitive Landscape

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

- Lenovo Group Limited

- Dell Inc.

- HP Development Company, L.P.

- HCL Technologies Limited

- ASUSTeK Computer Inc.

- Apple Inc.

- Acer Inc.

- Samsung Electronics Co., Ltd.

- Micromax Informatics

- Lava International Limited

- Others

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