

## **Laptop Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

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### **Report description:**

The laptop market size reached around USD 168.74 Billion in 2024 . The market is projected to grow at a CAGR of 2.30 % between 2025 and 2034 to reach nearly USD 211.82 Billion by 2034 .

The global laptop market is experiencing rapid growth, driven by increasing demand for high system performance, internet connectivity, and advanced features. Consumers are prioritizing design, hardware life, and price-performance ratio, particularly in segments such as gaming laptops equipped with high-end graphic cards. The rise of ultra-thin models is reshaping the industry as disposable incomes increase. With a notable CAGR, the market for laptop continues to grow, fueled by evolving consumer preferences and advancements in technology. The growing emphasis on portability and power efficiency is further shaping trends, making laptops more adaptable to diverse professional and personal needs.

The rise of the internet across the globe has significantly impacted the market, encouraging growth in e-commerce platforms. The internet plays a key role in expanding digital accessibility, driving internet penetration in developing regions. Enhanced infrastructure has boosted sales of digital devices, particularly in Asia Pacific, where the increasing availability of online retail platforms supports market growth. With more consumers relying on the internet and e-commerce for education and work, the laptop industry across the globe is leveraging internet accessibility to sustain long-term growth in digital markets.

The demand for affordable computing solutions is growing, with Android-based laptops emerging as a cost-effective alternative. Brands like Primebook are making strides in manufacturing compact and budget-friendly laptops, contributing to market growth. The laptop industry is shifting towards portable and affordable devices, attracting a diverse customer base. With Android's seamless integration with mobile ecosystems, laptops of brands like Primebook offer convenience and accessibility to budget-conscious consumers looking for functional yet economical computing solutions, supporting the market growth.

The push for digital transformation has significantly influenced education, leading to the adoption of digital classrooms and

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personalized learning solutions. The learning landscape is evolving with institutions embracing BYOD policies and leveraging Artificial Intelligence (AI) for adaptive education models. The integration of learning tools with AI enhances engagement, making education more interactive and effective. As technology advances, the market continues to focus on innovative solutions for education that enhance learning experiences for students worldwide.

Leading laptop manufacturers in the market are investing in advanced manufacturing processes to optimize production efficiency and enhance the supply chain. Companies are integrating next-generation processors, such as Intel-powered chips in laptops, and leveraging solid state drive technology to improve device speed and reliability. Manufacturing in emerging regions, including Africa, is witnessing substantial growth, with a shift towards affordable models. Public sector initiatives, such as public-private partnerships, are also fostering innovation in laptop design, ensuring sustainable development in the laptop market.

#### Key Trends and Developments

Gaming growth, hybrid workforce demands, sustainability focus, and emerging market expansion are the major trends impacting the laptop market trends.

March 2024

MSI introduced the Titan 18 Pro 2024 gaming laptop in China, equipped with an i9-14900HX CPU and offering NVIDIA's RTX4080 or RTX4090 GPUs. It showcases advanced AI features for enhanced productivity and entertainment.

March 2024

JDI aims to produce 14-inch OLED screens for tablets and laptops by 2025, using eLEAP technology for affordable, high-quality AMOLED displays, modifying their Mobara OLED production site.

December 2023

Huawei announced its intention to launch the MateBook D 16 2024 in Europe, focusing on the 16-inch laptop market. Featuring an Intel Core i9-13900H processor, a 1200p screen, and a 70 Wh battery.

July 2023

LG released the Gram Style laptop in Canada, first showcased at CES 2023. It retains LG's hallmark lightweight design while adding elegance with an iridescent finish, captivating under different lighting.

#### Gaming Growth

The growing gaming demographic drives the need for powerful laptops featuring advanced graphics, immersive screens, and effective cooling, meeting gamers' desires for desktop-quality gaming while mobile.

#### Hybrid Workforce Demands

Hybrid work arrangements, blending office and remote settings, drive the need for adaptable laptops that smoothly switch between environments, offering improved connectivity, productivity tools, and ergonomic designs to enhance employee performance and comfort.

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## Sustainability Focus

Consumer awareness and regulations drive sustainability in laptop production, promoting eco-friendly materials, energy efficiency, and recycling initiatives to reduce environmental impact and meet corporate responsibility standards.

## Emerging Market Expansion

Increasing disposable incomes, tech adoption, and urbanization in emerging markets fuel the global laptop market's growth, prompting manufacturers to offer affordable, feature-rich devices catering to diverse consumer preferences.

## Type Insights

The traditional laptop remains a dominant segment in the market, catering to professionals, students, and businesses requiring reliable computing solutions. These laptops offer a balance between performance, portability, and affordability, making them a preferred choice for general-purpose computing. With advancements in hardware, traditional laptops now feature high-speed processors, enhanced battery life, and lightweight designs. Additionally, their compatibility with various operating systems and software solutions makes them a versatile option for work, education, and entertainment. Despite the growing popularity of newer form factors, traditional laptops continue to hold a significant share in the market due to their practicality, durability, and cost-effectiveness for everyday users.

The touchscreen-enabled laptop segment has gained traction, offering an interactive user experience through gesture-based navigation and stylus support. These devices are particularly popular among creative professionals, students, and business users who require flexibility in digital note-taking, design work, and presentations. Touchscreen functionality enhances user convenience, allowing for seamless transitions between keyboard and touch interactions. In contrast, touchscreen-disabled laptops remain a strong preference for users who prioritise traditional navigation, longer battery life, and a cost-effective computing experience. Meanwhile, the 2-in-1 laptop category, combining the benefits of both laptops and tablets, is witnessing significant growth. These versatile devices offer convertible and detachable designs, catering to users who need adaptable functionality for both work and entertainment.

## Screen-Size Insights

Laptops with screens up to 10.9 inches cater to users prioritising portability and compact designs, making them ideal for basic computing tasks, note-taking, and educational use. These ultra-compact devices are commonly found in entry-level models, detachable 2-in-1 devices, and netbooks, offering affordability and battery efficiency. The 11 to 12.9-inch category balances portability and functionality, appealing to professionals and students who need lightweight devices with improved processing power. This segment includes premium ultrabooks and hybrid models, often equipped with touchscreen capabilities and enhanced connectivity. Compact form factors in these segments dominate the education and budget-friendly consumer markets, ensuring steady demand.

Laptops in the 13 to 14.9-inch range are widely preferred for their balance between screen size and mobility, making them suitable for office work, creative tasks, and entertainment. These models often feature high-resolution displays, improved performance, and extended battery life, catering to mainstream users. The 15.0 to 16.9-inch segment remains dominant, offering a larger display for productivity and gaming without significantly compromising portability. It includes high-performance laptops with dedicated GPUs and high refresh rates. Meanwhile, laptops exceeding 17 inches serve niche markets like gaming and professional workstations, providing expansive screens and powerful specifications, often replacing desktops in creative and engineering fields.

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## Price Insights

Laptops priced up to USD 500 cater to budget-conscious consumers with basic needs, offering essential features like entry-level processors and limited storage for tasks such as web browsing and word processing. This range is highly competitive, with numerous brands providing various models, making it an affordable option for students and home users. In contrast, the USD 501 to USD 1000 segment balances performance and cost, offering mid-range processors, improved storage, and better displays for multitasking and moderate gaming. These devices are suitable for work and leisure users who seek reliability and enhanced performance without the premium price tag.

Laptops priced between USD 1001 and USD 1500 target power users needing high-end specifications for demanding tasks such as gaming or video editing. These devices feature powerful processors, advanced GPUs, and premium build quality, with better displays and longer battery life. The USD 1501 to USD 2000 range is dominated by high-performance devices designed for professionals, with advanced processors, large storage capacities, and superior displays. Meanwhile, laptops above USD 2001 are ultra-premium, offering cutting-edge performance, top-tier graphics, and exceptional build quality, making them ideal for enthusiasts and professionals demanding the best technology for intensive tasks.

## End Use Insights

The laptop market is segmented into three major end-uses: personal, business, and gaming, each serving distinct needs. The personal segment is primarily driven by the demand for portable, versatile devices that cater to everyday activities such as internet browsing, social media, entertainment, and light work. Personal laptops are increasingly popular due to the rise of remote working and e-learning, with consumers seeking lightweight, slim devices with long battery life and high-quality displays. The growing adoption of cloud services also enhances the personal laptop experience, making these devices essential for daily tasks and communication. This trend is further fueled by the increasing need for mobility, convenience, and user-friendly technology in personal computing.

The business segment caters to professionals and corporate environments, offering laptops with robust performance, security features, and enterprise-level software solutions for tasks such as data analysis, presentations, and communication. These laptops prioritize durability, long battery life, and multitasking capabilities, which are essential for efficient workflow. With the rise of remote working, businesses increasingly seek laptops that ensure seamless connectivity, secure data management, and collaboration through cloud platforms. Meanwhile, the gaming segment has seen significant growth with laptops designed for high-end gaming, featuring powerful processors, dedicated graphics cards, and advanced cooling systems. As gaming and esports continue to gain popularity, demand for gaming laptops offering immersive experiences and customizable features, such as RGB lighting, has surged. These devices are also ideal for game streaming and virtual reality applications, making them a popular choice among gamers.

## Regional Insights

The Asia Pacific laptop market is one of the largest and fastest-growing markets globally. With countries such as China, India, Japan, and South Korea leading the charge, the demand for laptops has surged due to increased adoption across various sectors, including education, business, and gaming. The region's expanding digital economy, technological advancements, and increasing remote work trends have contributed significantly to this growth. Notably, China dominates the market with its vast manufacturing capabilities, while India's growing middle-class population is becoming a key driver of laptop sales. In addition, South Korea and Japan remain leaders in innovation and consumer electronics, constantly introducing new, high-performance laptops that cater to both professional and personal use.

The European laptop market has seen steady growth, driven by increased demand for personal computing and technological

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innovations. The United Kingdom and Germany are the largest markets within Europe, with strong demand for laptops across sectors such as education, business, and entertainment. The UK market is particularly influenced by the shift towards remote work, while Germany's focus on innovation in both consumer and industrial applications continues to boost laptop sales. Additionally, Italy's market has benefited from a growing interest in portable computing devices, particularly among professionals. Overall, the European laptop market is evolving to meet the needs of users seeking performance, portability, and enhanced features such as extended battery life and improved processing power, which are becoming essential across all user categories.

North America, with its technologically advanced infrastructure and large consumer base, holds a significant share of the global laptop market. The United States remains the dominant force, driven by the demand from enterprises, educational institutions, and individual consumers looking for portable computing solutions. Laptops in the US cater to a broad range of needs, from high-performance gaming models to budget-friendly options for everyday tasks. Canada's laptop market follows suit with steady demand, though the market is smaller compared to the US. The North American laptop market is marked by strong competition among leading brands, with constant innovation in hardware and software to meet the diverse preferences of consumers. As remote work and online education continue to rise, demand for laptops in this region is expected to maintain robust growth in the coming years.

### Key Companies & Market Share Insights

The global laptop market has been steadily expanding, driven by increased demand for portable computing solutions across various sectors. The growth in the laptop industry is propelled by the rising trend of remote work, online education, and gaming. Notably, gaming laptops have witnessed significant advancements, with consumers opting for high-performance systems for immersive experiences. Key players in the laptop market include major technology companies that are continuously investing in research & development to stay competitive. Partnerships and mergers & acquisitions have also played a pivotal role in shaping the business dynamics of the market. Through product development and partnerships, these companies strive to cater to diverse consumer needs, from professional laptops to gaming systems. As a result, market shares are becoming increasingly concentrated among a few businesses, each vying for dominance in the rapidly evolving global laptop market. Understanding these key players and their strategies is essential for gaining insight into the industry's future growth trajectory.

#### Lenovo Group Limited

Founded in 1984, with dual headquarters in China and North Carolina, Lenovo Group Limited excels globally in personal computers, smartphones, tablets, and advanced technology solutions for both business and consumer markets.

#### HP Inc.

Established in 2015 and headquartered in California, HP Inc. focuses on creating personal computers, printers, and related technologies, offering a wide array of products and services for home and office use.

#### Dell Inc.

Founded in 1984 and based in Texas, Dell Inc. is a global technology leader providing innovative computing products and services, including laptops, desktops, servers, and IT solutions for businesses and individual consumers.

#### Acer Inc.

Established in 1976 and headquartered in Taiwan, Acer Inc. is well-known for its extensive range of laptops, desktops, monitors, and other electronics, catering to both personal and professional needs worldwide.

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- ? Samsung Electronics Co., Ltd.
- ? Sony Group Corporation
- ? Micro-Star INT'L CO., LTD.
- ? Microsoft Corporation
- ? Razer Inc.
- ? Xiaomi Inc.
- ? Corsair Memory Inc.
- ? LG Electronics
- ? Panasonic Corporation
- ? Huawei Technologies Co., Ltd.
- ? TOSHIBA CORPORATION

#### Global Laptop Market Report Segmentation

The global laptop market report identifies key sub-segments, including type, screen size, price, end-use, and region contributing to the overall revenue growth. The global market is driven by evolving industry trends and regional demands. With a focus on diverse regions, the global report highlights variations in laptop preferences, including price sensitivity and screen size requirements, across different consumer segments, ensuring a comprehensive understanding of market dynamics and opportunities for growth.

#### Type Outlook (Revenue, Billion, 2025-2034):

- ? Traditional
- ? Touch Screen Enabled
- ? Touch Screen Disable
- ? 2-in-1

#### Screen Size Outlook (Revenue, Billion, 2025-2034):

- ? 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

#### Price Outlook (Revenue, Billion, 2025-2034):

- ? Up to USD 500
- ? USD 501 to USD 1,000
- ? USD 1,001 to USD 1,500

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? USD 1,501 to USD 2,000

? Above USD 2,001

End Use Outlook (Revenue, Billion, 2025-2034):

? Personal

? Business

? Gaming

Region Outlook (Revenue, Billion, 2025-2034):

? North America

??? United States of America

??? Canada

? Europe

??? United Kingdom

??? Germany

??? France

??? Italy

??? Others

? Asia Pacific

??? China

??? Japan

??? India

??? ASEAN

??? Australia

??? Others

? Latin America

??? Brazil

??? Argentina

??? Mexico

??? Others

? Middle East and Africa

??? Saudi Arabia

??? United Arab Emirates

??? Nigeria

??? South Africa

??? Others

More Insights On:

Australia Laptop and Tablet Market North America Laptop Market South Korea Laptop Market Colombia Laptop Market

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