

# 2-in-1 Laptops 2018 Global Key Players - Samsung, HP, Asus, Microsoft Market Analysis and Forecast to 2022

*2-in-1 Laptops Market 2018 Global Industry Analysis, Opportunities and Forecast To 2022*

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Global [2-in-1 Laptops](#) seen tremendous growth in the future. High demand of for the personal computing devices and heavy investment in the R&D sector by the key companies is boosting the market. Enterprises play a vital role in the market growth as more and more companies are shifting their technological business aspects from traditional to modern. The concept of BYOD is one of the major factors supporting the market growth. The advancements in the display technology have led the laptops manufacturers to come up with sleeker and more efficient laptops and tablets that can benefit both the consumers and the business users. The consumer adoption of tablets is decreasing. However, business users are increasingly adopting 2-in-1 laptops. The major factor that affects the decline of tablets is the growing consumer demand for large screen mobile phones that work similar to a tablet holds more battery life and is compact and portable.

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The 2-in-1 laptops is getting popular each day with the increase in the technology and thus holds many of the application in personal usage, corporate usage, manufacturing units, hotels and restaurants, education and much more. These are categorized into personal and commercial applications which include all of the end users mentioned above. With the decline in the traditional tablet segment in the consumer market, the corporate market is showing tremendous growth in adoption of detachable notebooks or 2-in-1 laptops.

Global 2-in-1 laptops Market Analysis & Forecast, from 2012-2022

- To provide a detailed analysis of the market structure, along with the forecast of the various segments and sub-segments of the 2-in-1 laptops market
- To provide insights into factors affecting the market growth
- To analyze the 2-in-1 laptops market based on Porter's five forces
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia Pacific, and Rest of the World
- To provide country-level analysis of the market with respect to the current market size and prospects
- To provide country-level analysis of the market for a segment on the basis of technology, services, component, and end-user
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market
- To track and analyze competitive developments, such as joint ventures, strategic alliances, mergers & acquisitions, new product developments, and research & developments in the 2-in-1 laptops market

## Key Findings

- The global 2-in-1 laptops market is expected to reach USD ~5 billion by 2022
- By product, screen size 13.3 inches segment was dominating the market in 2012 and is estimated to grow at a rate of 20.93% CAGR
- By end-user, the commercial was dominating the market in 2012 and is estimated to grow at a rate of 16.73% CAGR
- Geographically, North America region has been projected to hold the largest market share in global 2-in-1 laptops market, followed by Europe and Asia Pacific, respectively.

## Key Players

The prominent players in the 2-in-1 laptops market are Samsung (South Korea), HP Inc (U.S.), Asus (Taiwan), Dell (U.S.), Microsoft Corporation (U.S.), Lenovo (China), Sony (Japan), Acer (Taiwan), and Toshiba Corporation (Japan) among others.

## Regional Analysis of 2-in-1 laptops Market Estimation and Forecast

The global 2-in-1 laptops market is estimated to grow at a promising rate in the upcoming years.

North America is the leading region among Europe, Asia Pacific, and the Middle East & Africa.

Growing adoption of cloud technology and connected space is making it easy for the consumers to detach the laptops from one application and use it for another application. Another factor that leads the growth of detachable laptops is the growing demand for rugged detachable laptops for security, manufacturing, police, fire, and many enterprise professionals.

## Target Audience

- Market research and consulting firms
- Original equipment manufacturers
- Associations and industrial bodies
- Electronic component suppliers and distributors
- Semiconductor product designers and fabricators
- Product manufacturers/ developers
- Consultancy firms/advisory firms
- Technology investors
- Research institutes
- System Integrators
- Research/Consultancy firm

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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