

# Laptops Market Statistics 2031: Getting Ready To Deliver Big Investment Opportunities with a growing CAGR of 4.4%

*Countries like Singapore, India, and the Philippines were key drivers of the laptop market in the Asia-Pacific region.*

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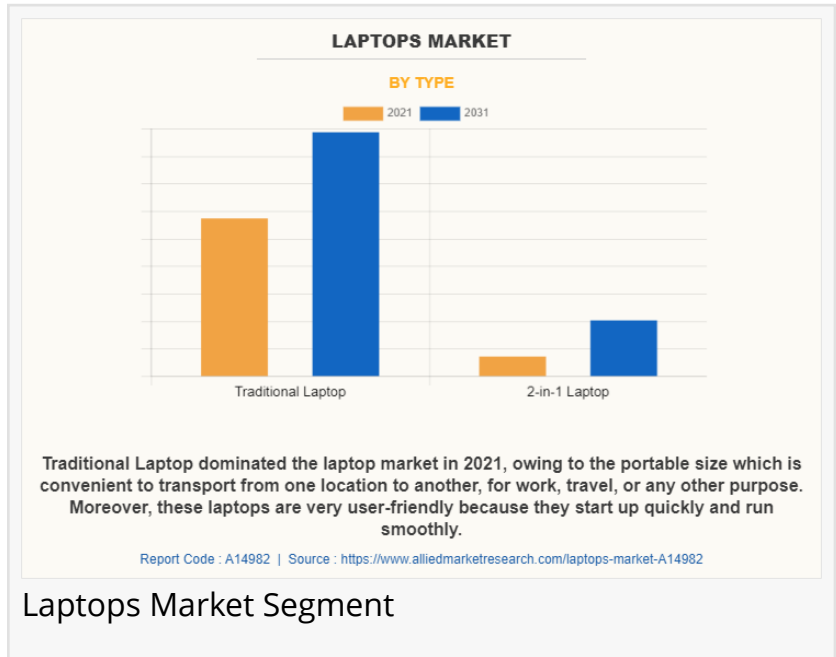
/EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Laptops Market](#)," The laptops market was valued at \$168.64 billion in 2021, and is estimated to reach \$257.4 billion by 2031, growing at a CAGR of 4.4% from 2022 to 2031.

The surge in the adoption of laptops in educational institutions and the increase in consumer demand primarily drive growth of the laptops market forecast. However, increased adoption of smartphones and tablets hamper the market growth to some extent. Moreover, rise in demand in the corporate sectors is expected to provide lucrative opportunities for laptop industry growth during the forecast period.

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## Laptops Market Introduction:

A laptop is a small, portable PC with components integrated into it. It is a laptop computer with an integrated screen monitor, keyboard, webcam, CPU, and trackpad. Regular duties like formal work, education, gaming, internet browsing, and enjoyment are frequently carried out on laptops. It is also compatible with a variety of peripherals, including trackballs and joysticks. It is designed for low power usage and is powered by a battery and an alternating current (AC) connection. High-performance laptops with sophisticated software and hardware components are utilized for advanced activities including 3D rendering, coding, graphic designing, and audio and video editing.



Companies adopt bring-your-own-device (BYOD) trends more frequently to streamline operations, which is causing the industry to grow. Other growth-promoting technological developments include the creation of smart batteries, which offer continuous power for an extended period of time. These batteries have the ability to regulate their voltage and current for greater operating effectiveness.

The laptop market is a dynamic and ever-evolving industry that involves the production, sale, and use of laptop computers. Laptops, also known as notebook computers, are portable and compact personal computers that have become an essential part of modern life. The laptop market is influenced by various factors, including technological advancements, consumer preferences, business needs, and economic conditions.

### Covid-19 Impact on the Laptop Market

- The emergence of the Covid-19 pandemic had a positive influence on the global laptops market. The demand for laptops surged as governments worldwide implemented lockdown measures.
- This compelled the global laptops market to reassess its manufacturing processes, which played a significant role in advancing industry 4.0 and promoting digital transformation in production.
- While the pandemic led to an economic downturn for many businesses, causing several planned projects and expenditures to be delayed due to COVID-19 restrictions, numerous manufacturers took a financial risk during this period to invest in laptops and enhance their corporate operations through a digitalized workplace.

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### Market Segmentation:

Depending on screen size, 15.0" to 16.9" inch segment dominated the laptops market in 2021 and is expected to maintain its dominance in the upcoming years, owing to adoption of laptops are frequently shared among families and are used for work, school, and entertainment. However, 11" to 12.9" inch is expected segment is expected to witness highest growth, owing to extensive adoption of laptops market by establishing offer the highest performance and productivity and each has a different set of features.

Based on type, the traditional laptop segment contributed to the largest share of nearly four-fifths of the global laptops market in 2021, and is expected to rule the roost during the forecast period. This is due to its potable size which allows it to be conveniently transported from one

location to another for work, travel, or any other purpose. Moreover, these laptops are very user-friendly because they start up quickly and run smoothly. However, the 2-in-1 laptop segment is projected to witness the fastest CAGR of 6.0% from 2022 to 2031, owing to the extensive adoption of tablet pc which is also known as 2-in-1 laptop.

Based on design, the notebook segment held the largest share of two-fifths of the global laptops market in 2021, and is expected to maintain a prominent growth during the forecast period. The same segment is expected to exhibit the highest CAGR of 5.2% in 2031. The growth of the segment is owed to the extensive use of notebook in video recording and editing.

Region-wise, the laptops market size was dominated by North America in 2021 and is expected to retain its position during the forecast period owing to the adoption of new technology and heterogeneity aiding the growth of the laptop market. However, Asia Pacific is expected to witness significant growth during the forecast period, owing to adoption of laptops has been fuelled by trends like work from home and online learning, which is expected to fuel the market growth in this region.

The key players profiled in the laptops market analysis are Acer Inc., Apple Inc., Asustek Computer Inc., Dell Technologies Inc., Haier Inc., Hewlett Packard Enterprise Company, Lenovo, Samsung Electronics Co Ltd, Sony Corporation, and Toshiba Corporation. These players have adopted various strategies to increase their market penetration and strengthen their position in the laptops industry.

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### Significant Advantages for Stakeholders

- This report presents a comprehensive quantitative analysis of the laptop market segments, current trends, estimations, and market dynamics spanning from 2021 to 2031, aimed at identifying the prevailing opportunities within the laptop market.
- The market research is complemented by valuable insights into the key drivers, constraints, and potential opportunities.
- The application of Porter's five forces analysis sheds light on the relative strengths of buyers and suppliers, empowering stakeholders to make profit-focused business decisions and enhance their supplier-buyer relationships.
- A thorough examination of the laptop market's forecast allows for the identification of existing market opportunities.
- Notably, this report provides a geographical mapping of major countries within each region based on their revenue contributions to the global market.

- The positioning of market players is included, offering a basis for benchmarking and a clear understanding of the current status of these key players in the market.
- Additionally, the report encompasses an analysis of both regional and global trends in the laptop market, prominent players, market segments, application areas, and strategies for market growth.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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