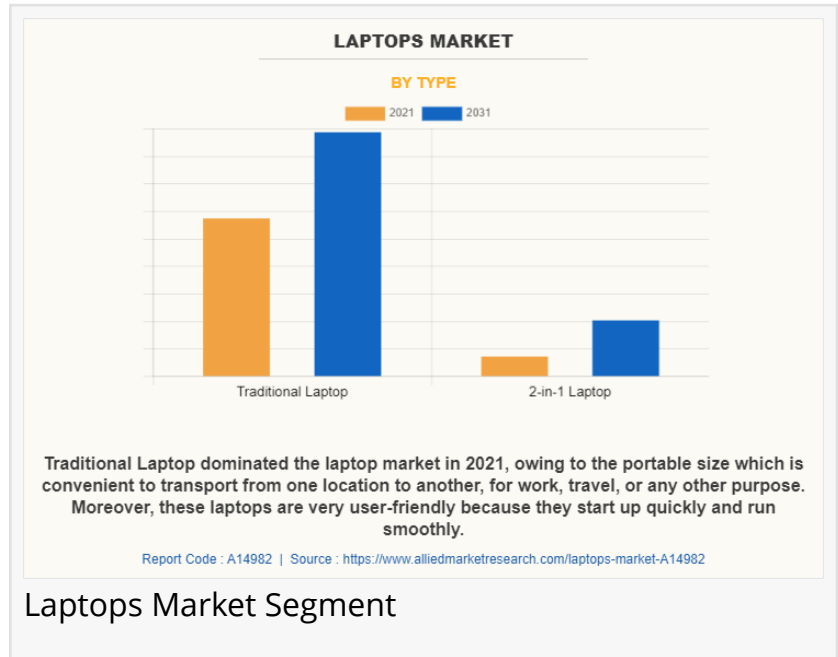


# Laptop Market Segmentation 2021-2031: Analyzing Laptop Types, Industry Competitors, and Regions

*The laptop market continues to experience steady growth, driven by advancements in technology, increasing demand for remote work and education.*

PORTLAND, PORTLAND, OR, UNITED STATES, November 16, 2023

/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.



A laptop is a compact and easily transportable personal computer characterized by a "clamshell" design. Typically, it features a slender LCD or LED screen integrated into the upper lid and an alphanumeric keyboard housed in the lower lid.

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Laptops play a crucial role in North America and Europe, serving purposes such as work, education, and entertainment. The pandemic significantly boosted laptop sales, driven by the surge in remote work and learning, as well as an increased demand for gaming. In collaboration with the Croatian Academic and Research Network (CARNET), the EU initiated a three-year e-Schools pilot project, providing over 6,000 students and 920 teachers with laptops, tablets, presentation devices, and enhanced connectivity to support distance learning. The increasing preference for laptops featuring advanced hardware and software, coupled with improved portability and modern design, is driving the market. There is also a rising demand for thin and lightweight laptops equipped with the latest generation processors.

The market is expanding consistently, driven by the surge in disposable incomes, widespread

internet connectivity, and a growing preference among consumers for advanced laptops that offer both enhanced system performance and design. Additionally, the rising price-performance ratio and extended hardware lifespan of laptops contribute to their increasing popularity, particularly in developing nations like India and Brazil. Moreover, the market experiences robust sales, fueled by substantial demand for gaming laptops, high-speed graphic cards, and sleek, ultra-thin designs.

The 2-in-1 Laptop segment is expected to experience significant growth in the coming years, owing to the adoption of laptops due to the cost-effectiveness and transportability of these devices. Buying a 2-in-1 laptop is much cheaper than buying two different devices driving the growth of the market.

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The global COVID-19 outbreak has significantly affected businesses worldwide. Nevertheless, lockdowns enforced by numerous governments have led to a surge in the popularity of laptops. This surge, in turn, has compelled the global laptop market to reassess its existing production methods, playing a pivotal role in advancing Industry 4.0 and fostering digital transformation throughout production lines. Manufacturers are now compelled to collaborate and devise innovative, adaptable approaches for product development and quality control.

Laptops Market Segmentation:

Breakup by Type:

- Traditional
- 2-in-1

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

Breakup by End User:

- Personal
- Business
- Gaming

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#### Breakup by Region:

- North America
  - o United States of America
  - o Canada
  
- Europe
  - o United Kingdom
  - o Germany
  - o France
  - o Italy
  - o Others
  
- Asia Pacific
  - o China
  - o Japan
  - o India
  - o ASEAN
  - o Australia
  - o Others
  
- Latin America
  - o Brazil
  - o Argentina
  - o Mexico
  - o Others
  
- Middle East and Africa
  - o Saudi Arabia
  - o United Arab Emirates
  - o Nigeria
  - o South Africa
  - o Others

Market leaders are dedicating significant resources to research and development endeavors aimed at fostering expansion and refining internal business processes. The forthcoming report will feature a comprehensive analysis of companies, evaluating their financial achievements, product comparisons, pivotal business strategies, and recent collaborative ventures. These enterprises are actively involved in mergers, acquisitions, and partnerships as part of their strategic initiatives to elevate their products and secure a competitive edge in the market. Concurrently, they are diligently focused on innovating new products and improving existing

ones to attract fresh customers and augment their market presence.

Inquiry Before Buying: <https://www.alliedmarketresearch.com/purchase-enquiry/15351>

Some prominent players operating in the global laptop market include:

- Acer Inc.
- Apple Inc.
- ASUSTeK Computer Inc.
- Dell
- HP Development Company, L.P.
- Huawei Technologies Co., Ltd.
- LG
- Lenovo
- Micro-Star International Co., Ltd. (MSI)
- Microsoft Corporation
- Panasonic Corporation
- Razer Inc.
- Samsung Electronics Co., Ltd.
- Sony Corporation
- TOSHIBA CORPORATION

Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

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.

Other Report:

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consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

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