

Global Laptops Market: Anticipated Growth Driven by Internet Penetration

*The Business Research Company's
Laptops Global Market Report 2023 –
Market Size, Trends, And Global Forecast
2023-2032*

LONDON, GREATER LONDON, UK,
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EINPresswire.com/ -- The global
laptops market is on a trajectory of
steady growth, with the market size

projected to increase from \$111.81 billion in 2022 to \$119.57 billion in 2023, reflecting a compound annual growth rate (CAGR) of 6.9%. Over the forecast period, the market is poised to reach a substantial size of \$156.17 billion by 2027, maintaining a CAGR of 6.9%.



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global laptops market is
expected to grow to \$156.17
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Key Segments: Type, End-Use, Laptop Screen Size

1. Type: The laptops market is segmented by Type into Ultrabook, Netbook, Notebook, and Other Types, capturing the diverse categories of portable computing devices available in the market.
2. End-Use: Segmentation based on End-Use includes Personal, Business, and Gaming laptops, offering insights into the varied consumer preferences and applications of laptops.
3. Laptop Screen Size: The market is further classified by

Laptop Screen Size, with categories including More than 17", 15.0" to 16.9", and 13" to 14.9", providing options for users based on their screen size preferences.

Explore the global laptops market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=3632&type=smp

Market Dynamics: Internet Penetration as a Growth Driver

A significant driver of growth in the laptops market is the increasing global internet penetration. The number of internet users is rising at a rate exceeding 8% annually, with the average global internet user spending over 6 1/2 hours online daily. A significant proportion of the world's



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internet users access online platforms through desktops and laptops. In 2020, there were over 4.66 billion internet users globally, constituting approximately 60% of the world's population. The growing trend indicates a continuous increase, with more than 346 million new users joining the online community in the twelve months leading up to July 2020. The average daily growth stood at around 950,000 new users, underscoring the importance of internet access. The surge in internet penetration is anticipated to propel the demand for laptops during the forecast period.

Major Players and Industry Participants

Key players contributing to the growth of the laptops market include Dell, The Hewlett-Packard Company, AsusTek Computer Inc., Apple Inc., Acer Inc., Lenovo Group Ltd., Microsoft Corporation, Micro-Star International Co. Ltd., Samsung Electronics Co. Ltd., Huawei Investment & Holding Co. Ltd., Haier Group Corporation, Hisense Group, Toshiba Corporation, and Fujitsu Limited. These industry leaders play a pivotal role in shaping the laptops market, offering a diverse range of computing solutions to cater to various consumer needs.

Trends: Technological Advancements Driving Innovation

Leading companies in the laptop industry are focusing on developing advanced technological solutions. For instance, in June 2020, Lenovo, a prominent computer manufacturing company based in China, launched the Flex 5G laptop at CES 2020. Touted as the world's first 5G laptop running on Windows 10, the Lenovo Yoga 5G is powered by the 8cx 5G Snapdragon chipset from Qualcomm and operates on Windows 10 Pro. The laptop boasts 8GB of RAM and 256GB of onboard storage, showcasing the industry's commitment to technological innovation.

Regional Insights: North America Leads, Asia-Pacific Poised for Growth

In 2022, North America emerged as the largest region in the laptops market, with Asia-Pacific anticipated to be the fastest-growing region during the forecast period. The regions covered in the global laptops market analysis report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Access the complete report for an in-depth analysis of the global laptops market:

<https://www.thebusinessresearchcompany.com/report/laptops-global-market-report>

Laptops Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Laptops Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on laptops market size, laptops market drivers and trends, laptops market major players, competitors' revenues, market positioning, and market

growth across geographies. The laptops market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Email: info@tbrc.info

Check out our:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

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Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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