

Mobile PC Intelligence Service

**Part of the Consumer Electronics & Display Applications
Service Area Package**

Real time access to a continuous flow of research across
geographies, topics and application areas.

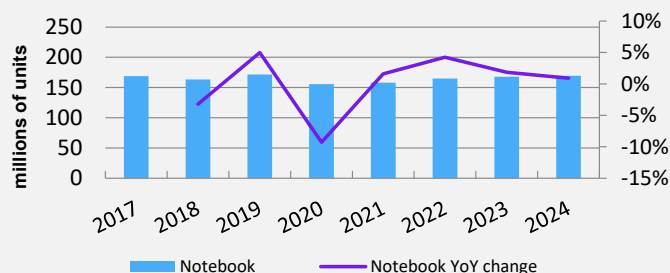
“ The mobile PC industry is changing and evolving from year to year. In 2020 and beyond, the market for desktop PC and tablets will see new opportunities with commercialization of 5G services. ”

Jeff Lin
Senior Principal Analyst

Mobile PC Intelligence Service

Part of the Consumer Electronics & Display Applications Service Area Package

Notebook PC Annual Shipment and Y/Y Change



Source: Omdia

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HOW OMDIA HELPS YOU

- Coverage of 8 regions, 19+ brands, and worldwide gaming notebooks
- Realistic assessment of market opportunities, potential risks, and accurate growth projections
- Fastest growing categories, premium opportunities, and feature
- Analysis of high growth and high-risk markets.
- Interplay of the tablet and notebook PC markets
- Segmented & detailed global shipment information
- Balancing of WiFi + Cellular and WiFi only on Mobile PC
- Leading PC brands' NB/Tablet specification by model and region
- Leading PC brands' NB/Tablet selling price (monthly) by model and region

KEY QUESTIONS ADDRESSED

- What are the faster growing screen sizes & resolution of mobile PCs (notebook PC and tablet) by regions?
- What price segments of mobile PCs by size and resolution are expected to see the most growth?
- What is PC brand's business model and product strategy for mobile PCs?
- Why is it worth paying attention to the market of gaming notebook PC?
- Why always connected PCs are important in 5G era?
- How will Artificial Intelligence change the user behavior of mobile PCs?
- What business model & applications will Augmented Reality have on mobile PCs?
- Is the flexible display important for mobile PCs development?
- What are pricing and specification strategy by different brands?

Consumer Electronics & Display Applications: Our Expert Analysts



Jeff Lin, Lead Author
Senior Principal Analyst,
Mobile PC (Notebook PC & Tablet)

Mobile PC: Deliverables



MARKET TRACKERS

—Quarterly—

- Mobile PC Tracker
- Emerging PC Market Tracker



DATABASE

—Quarterly—

- Tablet Specification Database
 - Country-level Database
- Specification and Price Database



REPORT

—Quarterly—

Quarterly topical reports addressing emerging areas, as well as detailed product, company and industry-level analysis.



MARKET INSIGHTS

—Ongoing—

Frequent analyst commentary on product launches, market news and analysis.



PRESENTATIONS

—Quarterly—

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.



ANALYST ACCESS

—Ongoing—

Direct communication with analysts for prompt responses to urgent and unique questions.

Mobile PC: Market Trackers

Mobile PC Market Tracker

This tracker provides the top 19 brands' notebook PC & tablet historical and forecast shipment data by size, resolution, display technology and region. It also covers the OS/processor and form factor. Each accompanying quarterly PPT addresses the overall notebook PC and tablet market, brand dynamics, and product development trends

DETAILS

Frequency: Quarterly

Measures

- Unit shipments
- Revenue
- Brand
- Operating system
- Processor
- Size
- Resolution
- Form factor
- Display Technology

Regions

- Japan
- China
- Asia Pacific
- North & Latin America
- Western & Eastern Europe
- Middle East and Africa

COVERAGE

Applications

- Tablets
- Notebook PCs

Features

- Operation system
- Processor
- Display Tech
- Size
- Resolution
- Form factor

Sub Content

- Market Segment (consumer, commercial)

Topics

- Mobile PC market analysis
- Mobile PC in South East Asia

Emerging PC Market Tracker

This tracker offers a quarterly excel database on gaming notebooks, with historical & forecast shipment data by size, resolution, display technology, and region. The quarterly excel file also includes connectivity & storage data.

DETAILS

Frequency: Quarterly

Measures

- Unit shipments
- Revenue
- Brand
- Size
- Resolution
- Display Technology

Regions

- China
- Asia Pacific and Japan
- Europe
- North America
- Rest of the World

COVERAGE

Applications

- Gaming notebook

Features

- Size
- Resolution

Sub Content

- Connectivity (Wifi, Wifi + Cellular)
- Storage

Topics

- Gaming notebooks market analysis
- Mobile PC technical trend
- Always connected PCs
- Foldable PC

Mobile PC: Databases

Tablet Specification Database

This quarterly Excel database includes tablet specification info.

DETAILS

Frequency: Quarterly

Measures

- Brand
- Model name
- Form factor
- Display
- Processor
- Operation
- Touch
- Battery
- Connectivity

Regions

- China
- Japan
- Rest of Asia Pacific
- North & Latin America
- EMEA

COVERAGE

Applications

- Tablets

Features

- Brand
- Model name
- Operation system
- Processor

Content

- Display (size, resolution, pixel format)
- Processor (series, model, instruction set)

Topics

- Tablet spec by regions

Country-Level Database

Annual data, updated quarterly includes coverage of shipments, sales, and installed base, segmented by key metrics such as size, resolution, OS, and form factor

DETAILS

Frequency: Quarterly

Measures

- Unit shipments
- Revenue
- Installed base
- Market segment
- Display tech
- Form factor
- Storage capacity

Regions by country levels

- Japan
- China
- Asia Pacific
- North & Latin America
- Western & Eastern Europe
- Middle East and Africa

COVERAGE

Applications

- Tablets
- Notebook PCs

Features

- Operation system
- Size category
- Form factor

Sub content

- Market segment
- Display tech
- Form factor
- Storage capacity

Topics

- Mobile PC shipment by country level
- Mobile PC installed base by country level

Mobile PC: Databases

Specification Database - Notebook & Tablet

This quarterly Excel database includes tablet and Notebook specification info.

DETAILS

Frequency: Quarterly Measures-Tablet

- Brand
- Release time
- Model name
- Form factor
- Display
- Processor
- Operation system
- Battery
- Connectivity
- Camera
- Memory & Storage
- Weight

Regions

- China, Japan
- Rest of Asia Pacific
- North & Latin America
- Eastern & Western Europe
- Middle East & Africa

Frequency: Quarterly Measures-Notebook

- Brand
- Release time
- Model status
- Form factor
- Display
- Processor
- Operation system
- Battery
- Connectivity
- Memory & storage
- Weight & Thickness

Regions

- China, Japan
- Rest of Asia Pacific
- North & Latin America
- Europe

COVERAGE

Applications

- Tablets, Notebook

Features

- Brand
- Model name
- Operation system
- Processor

Content

- Display (size, resolution, pixel format)
- Processor (series, model, instruction)

Topics

- Tablet spec by regions by countries
- Notebook spec by regions by countries

Countries-Notebook:

Brazil, China, Japan, Malaysia, Poland, Russia, South Africa, UK, US

Price Database - Notebook & Tablet

Monthly data, updated quarterly includes coverage of price by key display specification (size and resolution) in different region different countries

DETAILS

Frequency: Quarterly

Measures

- Monthly retail price
- Selling time
- Display spec
- Brand
- Model
- Price source

Regions by country levels

- Japan
- China
- Asia Pacific
- North & Latin America
- Western & Eastern Europe
- Middle East and Africa

COVERAGE

Applications

- Tablets
- Notebook PCs

Features

- Size
- Resolution
- Model

Topics

- Tablet retail price by country level
- Notebook retail price by country level

Mobile PC: Worldwide Coverage

Regional Definition

APAC

Australia
China
Hong Kong
India
Indonesia
Japan
New Zealand
Philippines
South Korea
Taiwan

Europe

Austria
Belgium
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Ireland
Italy
Latvia
Lithuania

Netherlands

Norway
Poland
Portugal
Russia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
UK

Latin America

Argentina
Brazil
Chile
Colombia
Mexico
Peru

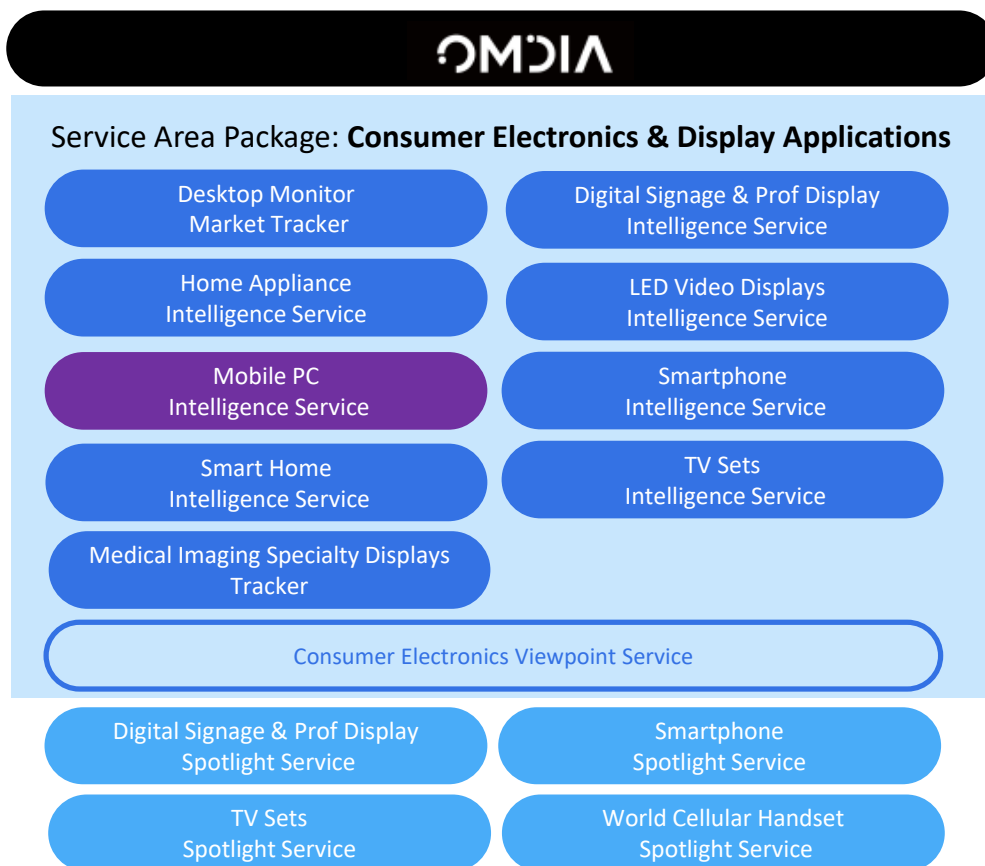
North America

Canada
USA

Middle East and Africa

United Arab Emirates

Related Content: Consumer Electronics & Display Applications Service Area Coverage



About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.

Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE			
Consumer Electronics & Display Applications	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Display Manufacturing, Technology & Components
<p>Intelligence Services</p> <ul style="list-style-type: none"> • TV Sets • Smart Home • Mobile PC • Home Appliance • Smartphone • Desktop Monitor • LED Video Displays • Digital Signage & Prof <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Consumer Electronics Viewpoint • TV Sets Spotlight • Smartphone Spotlight • Digital Signage & Prof Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • TV Display & OEM • Notebook/ Tablet Display & OEM <p>Trackers</p> <ul style="list-style-type: none"> • Display Long-Term Demand Forecast • Display Production & Inventory • Large Area Display Price • Large Area Display Market • Large Are Display Production Strategy • Large Area Display Product Roadmap • Monitor Display & OEM <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Display Dynamics Viewpoint • Display Dynamics Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • Smartphone Display <p>Trackers</p> <ul style="list-style-type: none"> • Small Medium Display • Small Medium Display Supply Chain • OLED Display • Automotive Display • Touch Panel <p>Reports</p> <ul style="list-style-type: none"> • Automotive Touch & Interface • Display Fingerprint Tech • Touch Panel Cover Lens <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Display Dynamics Viewpoint • Automotive Display Spotlight 	<p>Intelligence Services</p> <ul style="list-style-type: none"> • OLED & LCD Supply Demand & Equipment • OLED & Flexible Display <p>Trackers</p> <ul style="list-style-type: none"> • OLED Display Roadmap • Display Backlight • Display Glass • Display Optical Film • Display Driver IC • OLED Materials • OLED Display Cost Model • Large Area Display Cost • Smartphone & Tablet <p>Reports</p> <ul style="list-style-type: none"> • Foldable Display Tech • Micro LED Display Tech <p>Viewpoint Service</p> <ul style="list-style-type: none"> • Display Dynamics Viewpoint Service

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- Get the most out of your subscription
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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.