

# PC Horizon Service

Empowering you with premium intelligence, strategic forecasts, and interactive tools to drive smarter, faster decisions in a shifting PC market.

## Key Questions Answered

- How can vendors expand PC sales and market share across different customer segments?
- What is the shipment forecast for PCs by display tech, form factor and price band?
- How are regional trends influencing supply chain strategies for PC OEMs and their suppliers?
- How will the adoption of on-device AI impact PC shipments and demand across different price segments?
- What are the changing trends around PC refresh cycles and device lifetimes?
- How are shifts in PC shipment channels reshaping demand forecasts and inventory strategies?

## What We Offer

- Quarterly and monthly shipment data, detailed forecasts and market overviews across key regions and segments
- Vendor go-to-market strategies, global strategy shifts and channel developments
- Regional intelligence and best practices to assess market size and channel opportunities
- Insights into breakthrough technologies, such as AI and OLED displays
- A modular service format that allows you to tailor deliverables to your specific strategic and regional requirements
- Direct engagement with Omdia experts via **Ask an Analyst service** to interpret market developments, validate assumptions and support strategic decisions



The global PC market is undergoing a critical refresh cycle, presenting both opportunities and challenges to the industry. Omdia's comprehensive research and unique insights are powerful tools to help players across the PC ecosystem navigate an increasingly complex environment.




**Ishan Dutt**


*Research Director*


**SPEAK WITH OUR EXPERTS**


# Delivering full-spectrum PC market intelligence


## Scope of Research


- **Quarterly Shipment and Forecast Database**


Granular shipment estimates and five-year forecasts for PCs and tablets, segmented by vendor, model, specifications, category, platform, and price band across **60+** countries.
- **PC Forecast by Price Band and Key Feature Database**


Quarterly insights delivering **5-year** forecasts by feature—including screen size, display technology, AI capability and more—across global and regional markets.
- **Technology Trends and Product Strategy Reports**

Deep dives into evolving technology trends—like AI integration and OLED innovation—and vendor-specific product strategies, updated semi-annually and annually.
- **Real-Time Channel Partner Sentiment**

Tap into insights from **10,000+** B2B partners across **100+** countries via **Candefero** quick polls and surveys, capturing real-world sales dynamics and future opportunities.
- **Channel and End-User Shipment Database**

Exclusive view into how vendors perform across key sales channels and end-user segments, helping you uncover regional go-to-market opportunities in **60+** markets.
- **PC Feature by Model Database**

Comprehensive view of historic shipments by vendor, model, and detailed specifications such as processor type, RAM, storage, gaming capabilities, and connectivity.
- **Market Dynamics and Vendor Strategy Reports**

Quarterly and annual written analysis offering a holistic view of market shifts, vendor performance, go-to-market strategies, and assumptions driving PC and tablet market trends.
- **AI PC Market Tracker and Insights**

Dedicated quarterly shipment tracking and annual forecasting for the emerging AI PC segment, including vendor comparisons, CPU vendor roadmaps, and enterprise adoption surveys.

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