

China Quarterly Provincial Personal Computing Device Tracker: Sales-In

With the competition in the PCD market in China becoming more intense, vendors are trying to penetrate the provincial PC market in an attempt to maximize market opportunities and grow revenue. As a result, they are constantly looking to identify and track the rapidly developing provinces as well as those provinces where it will be easier for them to gain substantial market share. These vendors also need to know the competitive rankings of their counterparts in each province to plan their go-to-market strategies. *China Quarterly Provincial Personal Computing Device Tracker: Sales-In®* is designed to help IT vendors that are targeting the large and growing China market. The product offers timely and critical intelligence to aid in strategic and tactical planning to compete effectively in China, which is one of the fastest-growing PCD markets in the world.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in unit shipments, channel type, channel list, vendor, form factor, and so forth.

Core Coverage

- Product Category
 - Company/Brand
 - Province
 - Segment Group
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Geographic Scope

- PRC
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Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include 2 years of historical data, 3 years of quarterly forecasts, and an additional 2 years of annual market projections. Forecasts are available at the country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Province
- Segment Group