

Personal Computers

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Personal Computers* service provides qualitative analysis of the worldwide personal computer marketplace. This program tracks the progress and long-term impact of emerging and established trends in the PC market. New and traditional computing opportunities, such as Chromebooks, Ultrabooks, and all-in-one (AIO) desktops, are evaluated based on timely market intelligence from manufacturing sources, vendor input, component suppliers, and extensive knowledge of influential analysts. This service provides PC vendors, component suppliers, and investors with the information necessary to make critical business decisions.

Markets and Subjects Analyzed

- U.S. and worldwide PC industry developments by region, sub-form factor, channel, and segment
- Analysis of notebooks by screen size
- Analysis of interface technologies embedded into PCs
- Quarterly growth forecast by form factor and segment
- Buying patterns among consumer and commercial PC buyers
- Changes in market share position among major vendors
- Shifts in distribution channels
- Detailed views of customer segments, including home, business, and public sectors

Core Research

- Worldwide and U.S. PC Client Sub-Form Factor Forecast
- Worldwide PC Interface and Technologies Forecast
- Worldwide and U.S. Consumer Buyer Survey (Annual)
- Links on Specific Events, such as Earnings Release, CES, Product Launch
- Worldwide PC Market Review (Quarterly)
- Worldwide PC Forecast Updates (Quarterly)
- Worldwide and U.S. Commercial Buyer Survey (Annual)
- Vendor Profiles

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Personal Computers](#).

Key Questions Answered

1. What are the environmental, secular, and competitive factors affecting buying choices?
2. What are the emerging trends in PC form factors?
3. What interface trends are emerging?
4. What are the winning strategies and innovative approaches of successful vendors?
5. What are the emerging trends in key verticals, such as education?

Companies Analyzed

IDC's *Personal Computers* service examines how PC and PC component vendors are positioning themselves to compete in the personal computer market. This service follows and analyzes the strategies, market positioning, and future direction of several providers in the PC market, including:

Acer, AMD, Apple, ASUS, Dell, Dolby, Fujitsu, HP Inc., Intel, Lenovo, LG Display, Microsoft, Motorola, MSI, NVIDIA, Panasonic, Phoenix, Samsung, Sony, Synaptics, and Toshiba.