

Quarterly China PC Shipment and Forecast Report

PC tracking in China for tablets, notebook PCs, and mini-notes.

This report represents the first collective look at the entire personal computer market in mainland China including tablets, desktop PCs, All-in-One PCs, notebook PCs, and mini-notes. It provides the most comprehensive survey of domestic PC brands and associated products such as desktop monitors, indicating an accurate picture of the China PC market (due to the popularity of building DIY systems in China). It highlights the unique nature of the domestic China PC business and offers comparisons of Western-centric views of the personal computing market. Use this report to

- Gain a comprehensive view into the PC ecosystem of one of the fastest growing markets in the world
- Stay informed on the China PC market on a timely basis with quarterly reports
- Identify opportunities in China that have not been covered in the past
- Develop planning with a comparison of the China PC market to Western-centric views

Analysts



[Robin Wu](#)

China
Analyst, PC and TFT

PC, monitor, and panel market specialist



[Chris Connery](#)

United States
Vice President, PC and Large Format Commercial Displays

A trusted expert in IT applications, commercial displays and digital signage.

Detailed Information

Data Covered



- All size/resolution trends for all-in-one PCs, desktop monitors, notebook PCs, mini-notes, tablets, and other devices used for personal computing
- Set shipments, revenues and ASPs for tablets, AIO PCs, desktop monitors, notebook PCs, and mini-notes
 - by 90+ sizes/resolutions
 - by brand, by category with B2C (Consumer) vs. B2B (Commercial) historical tracking
- Complete separation of tablets, notebook PCs and mini-notes/netbooks for tracking and forecasts
- Tracking of 30+ brands including global brands as well as regional specific brands by size, by format (for example, 16:10 vs. 16:9) in the mainland China PC market Results for the prior 8+ quarters and a rolling forecast for 16+ quarters
- Results for the prior 8+ quarters and a rolling forecast for 16+ quarters

Key Questions Answered

- Will China move toward mobile computing or will it adopt All-in-One PC systems with large displays?
- How will trends in China compare to Western markets?
- Will major domestic brands such as Lenovo and Founder become as relevant to domestic-PC purchasing as domestic-TV brands have become in the last five years?
- What are the opportunities to grow market share or enter the China PC market?

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Media contact: Stacey Voorhees +1.925.336.9592 or email media@displaysearch.com