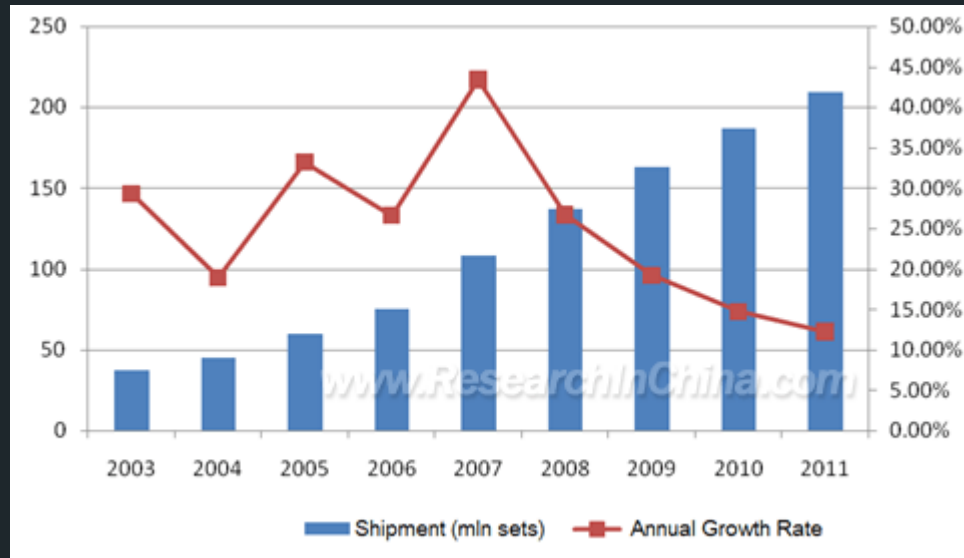


# Global and China Laptop and Tablet PC Industry Report, 2009-2010



The price slump of notebook PC stimulated the market even during global economic downturn in 2009, and the debut of netbook facilitated the sale. In emerging countries, there is a small laptop population but with large development room. Although the annual growth rate of laptop shipment worldwide declines, the shipment still remains steady growth, indicating that the laptop market is still developing healthily.

## Global Laptop Shipment and Annual Growth Rate, 2003-2011



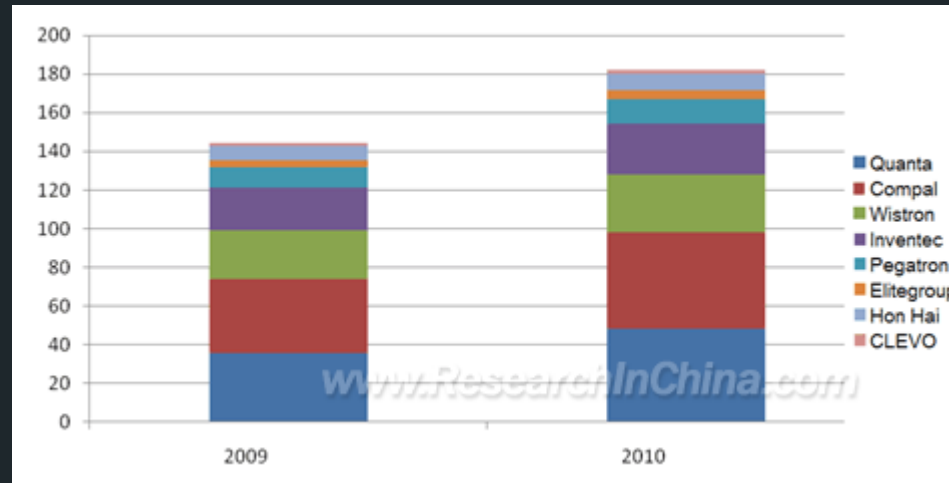
Source: ResearchInChina

Netbook sector is a branch and an important part of traditional laptop industry. Acer was the largest netbook manufacturer from 2008 to 2009, followed by ASUS, HP, Samsung and Dell in sequence.

In early 2010, Apple launched a Tablet PC "iPad", then main hardware vendors keep up with the trend to launch their own Tablet PCs in H2 2010. The market size of Tablet PC will reach 12 million sets or more in 2010 and more than 55 million sets in 2014. The emergence of Tablet PCs grabs the market shares of netbooks, so that the growth of netbook market will slow down strikingly.

In the world, the majority of laptops and Tablet PCs are made by Taiwanese OEMs of which Quanta, Compal, Inventec and Wistron are the leaders each with the shipment of over 20 million sets.

## Shipment of Main Laptop OEMs Worldwide, 2009-2010



Source: ResearchInChina

In Q3 2010, the demand for laptops dropped abruptly, which resulted in the declining of earnings of Taiwanese OEMs.

However, major brand manufacturers are optimistic about the market in Q4 2010, and have planned to roll out new products in 2011. Also, they have confidence in the laptop and Tablet PC market in 2011.

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# How to Buy

Product details			How to Order
Single user	USD 1,600	File PDF	By email: report@researchinchina.com
Enterprisewide	2,400	PDF	By fax: 86-10-82601570
Publication date: Sep. 2010			By online: www.researchinchina.com
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			