



**Electronics**

in **F**  **CUS**

# Computers

for remote work, education & entertainment

global  sources



## Introduction

Around the world, people were compelled by COVID-19 to keep living their lives despite challenges to mobility, face-to-face interactions, and other pandemic-related limitations. People still need employment despite the virus and lockdowns, so work became work-from-home. The young still need education, so going to school now meant hours of remote classes in front of a computer screen.

This era of remote working and learning has changed the way consumers are using digital devices, with laptops and tablets now eclipsing desktop personal computers (PCs) as devices of choice for consumers. A Gartner report noted worldwide usage increase rates of 8.8 percent and 11.7 percent for laptops and tablets, respectively, in 2021.

## Key market statistics and trending keywords

Worldwide shipments of traditional PCs – comprising laptops (including laptops with detachable keyboards), notebooks, desktops (including all-in-one PCs and gaming PCs) and detachable tablets -- totaled 71.3 million units in the second quarter of 2022, “still well above pre-pandemic levels”, according to a report by the International Data Corporation (IDC).

Research on hot products and keywords from Global Sources’ exclusive analysis team shows a steady demand for PCs as well as an increase in the number of searches for peripheral products such as keyboards and network equipment. These top keywords include laptops, desktop, graphics cards, keyboard, and mouse. Industry observers are also seeing a bright future for all five PC-related products.



Laptop variants range from basic units that are good for working on documents, email, and browsing the web, to portable workstations that are used for processes like rendering, 3D animation, CAD, data analysis, and video editing. By end use segments, laptops are divided into personal, gaming, and business, among others.

Prices vary and are based on specifications that include processor type and speed, RAM size, boot drive type and capacity, screen size and resolution, panel technology, graphics card, operating system, battery life and weight. Design-wise, most units still follow the clamshell form factor, while some have detachable screens. The trend is toward a streamlined look, with larger-looking displays made possible with the use of thin bezels.

The global laptop market was valued at US\$165.3 billion in 2021. According to data from Expert Market Research (EMR), the market is forecast to grow at a CAGR of 3.9 percent from 2022 to 2027. Key market drivers of the laptops sector, according to EMR, are better internet infrastructure, especially in emerging markets like India; rising demand for laptops ideal for gaming and content creation; and growing digitization worldwide.

EMR noted that there is growing demand for thin and lightweight laptops and those with new-generation processors, including 11th- and 12th-generation Intel chips. Also, device speed and power are among consumer purchase drivers, according to market insights company Kantar. In a recent report, Kantar stated that “there is a new battleground and differentiator in laptop purchasing for the savvy consumer, and that is the associated benefits of the processor inside.”

# Laptops



# Desktop PCs

04

While desktop PCs face stiff competition from laptops and smartphones, their being cost-effective and customizable are the primary reasons for their staying power. Desktop PCs are usually categorized in two ways – by form factor or size, and by use. In terms of size, desktops are full-size (or tower), compact (or mini), and all-in-one. By usage, the types are gaming, home theater, workstation, and server PCs.

Global PC shipment volume totaled 80.0 million in 2021, a 2.1 percent growth from 2020, according to a report by Research and Markets. The industry analyst firm stated that the “mild growth” was driven mainly by demand from stay-at-home gaming and commercial replacement. In the coming years, technology developments may yet lead to what industry observers call the “virtual desktop” – where the processor, GPU, storage, and memory will all be in the Cloud and a user only needs a virtual reality headset to access applications and files.



# Graphics cards, keyboards & mice



# 05

The rise of gaming and the increasing number of gamers worldwide—about 3.4 billion, according to Statista -- is behind the growth of graphics cards, keyboards, and mice.



Market analyst firm Jon Peddie Research has a positive forecast for graphics cards in the near term, saying the sector will grow from its 2022 value of US\$46 billion to US\$57 billion by 2025.

The keyboard sector, meanwhile, is also projected to expand from US\$6.6 billion in 2022 to US\$8.5 billion in 2026, according to The Business Research Co. Keyboard use by gamers is driving this rise. One of the reasons gamers prefer keyboards is that the 104-key full-size layout of keyboards provides them with flexibility, such as the option of using macros for commands, to control their gaming experience.

The global wired and wireless mouse market is likewise forecast to expand from US\$1.9 billion in 2021 to US\$2.9 billion in 2026. As is the case with keyboards, the rising number of gamers worldwide is propelling the growth of the mouse sector.



# Summary

At year-end 2021, according to research by IDC, worldwide shipments of traditional PCs -- desktops, notebooks, and workstations -- reached 348.8 million units, up 14.8 percent from 2020. This is reportedly the “highest level of shipments” for the PC market since 2012. IDC believes these figures indicate that “the overall PC market has reset at a much higher level than before the pandemic.”

A study by Forrester on consumers and technology showed that consumers are “doubling down on technology usage” and that a significant portion of them are investing in home technology solutions to support remote working and living.

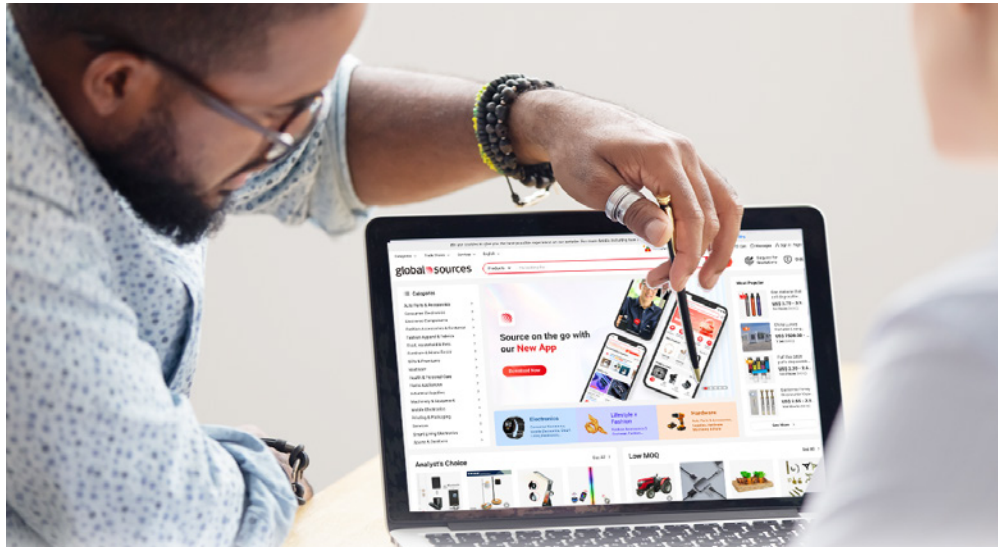
PCs played a vital role in consumers’ daily lives, enabling everyone to work, learn, play, and connect from home amid lockdowns and social distancing. In the “New Normal” era, they will retain a key role in people’s lives as a major device for work, education, and entertainment.

**Lockdown** New Normal  
**cost-effective**  
**thin bezel** Clouding  
**Mobility**  
virtual desktop Gaming  
**Customizable** home technology solutions  
**Processor**  
**Remote class**  
**Work-from-home**

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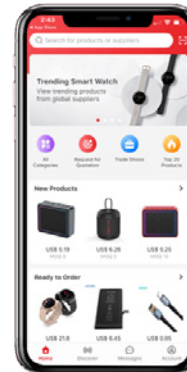


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