2015 Global Notebook Demand Forecast

Description: According to this research, global notebook shipments will decline by 2.7% in 2014 to 170 million units and shipment totals in 2015 will continue to show a decline. While the business notebook market benefited from the expiration of support by Microsoft for Windows XP early in 2014, this trend will not maintain momentum into 2015. Moreover, more businesses are opting for tablets, and while Windows 10 is scheduled for release in the second half of 2015, it will not bring about market growth.

Shipments in 2015 will decline by 1.7%, reaching only 167 million units. Looking forward over the next few years through 2018, this research expects a continued slight but steady decline in notebook shipments, with market demand totaling 154.7 million notebooks in 2018.

This report examines the key trends that will affect the notebook market in 2015, namely the ongoing drop in notebook prices being driven by Google and its Chromebook platform, and Microsoft’s countermeasure through its Bing SKU and Small Screen Touch (SST) reduced royalty projects. Moreover, the notebook market will also face more competition from the tablet market, as tablets trend to larger sizes and Apple and Intel push strategies that promote tablets.

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