
Description:
About mobile computing device
A mobile computing device is a portable device with an operating system that performs the basic functions of a personal computer. The following are some of the major mobile computing devices:
- Smartphones
- Tablets
- Laptops
- E-readers
- Gaming consoles

Each of the above-listed devices is utilized either for a specific or multiple purposes. For example, the primary function of a smartphone is to receive and make calls. Apart from this primary function, smartphones can also be used to browse the Internet and perform complex functions (depending on its processor speed and hard disk capacity). On the other hand, an e-reader is used primarily for reading e-books. However, there are e-readers that provide the option of browsing the Internet. Some devices have the capability to perform a host of functions, thereby cannibalizing into the market of other mobile computing devices. Tablet is one such device that can be used to browse the Internet as well as read e-books.

The report forecasts the global mobile computing devices market to grow at a CAGR of 3.90% over the period 2014-2019.

Covered in this report
The report includes the present scenario and the growth prospects of the global mobile computing devices market for 2015-2019. The market can be segmented into five based on type of devices: smartphones, tablets, laptops, e-readers, and gaming consoles.

The report, Global Mobile Computing Devices Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key regions
- Americas
- APAC
- EMEA

Key vendors
- Amazon
- Apple
- Lenovo
- Samsung
- Sony

Other prominent vendors
For smartphones
- Coolpad
- Gionee
- HTC
- Micromax

For tablets
- Acer
- Microsoft
- Motorola Mobility

For laptops
- Fujitsu
- Haier
Hisense
For e-readers
- Asus
- Google
- Hanvon

Key Market drivers
- Demand for mobile computing devices in SMBs
- For a full, detailed list, view the full report

Key Market challenges
- Need for proper network infrastructure
- For a full, detailed list, view the full report

Key Market trends
- Growing demand for personalization of computing devices
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the Key Market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
PART 08: Market drivers

PART 09: Impact of drivers

PART 10: Market challenges

PART 11: Impact of drivers and challenges

PART 12: Market trends

PART 13: Vendor landscape
   - Competitive scenario
   - Market share analysis 2014

PART 14: Key vendor analysis
   - Amazon
   - Apple
   - ASUSTeK
   - Dell
   - HP
   - Huawei
   - Lenovo
   - LG Electronics
   - Microsoft
   - Nintendo
   - Samsung Electronics
   - Sony
   - Toshiba

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