
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

PART 15: About the Author

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Exhibit 01: Product offerings
Exhibit 02: Mobile computing device segments
Exhibit 03: Global mobile computing devices by revenue 2014-2019 ($ billions)
Exhibit 04: Global mobile computing devices by volume 2014-2019 (billions of units)
Exhibit 05: Five forces analysis
Exhibit 06: Global mobile computing devices market by product 2014-2019 (shares based on revenue)
Exhibit 07: Global mobile computing devices market by product 2014-2019 (shares based on unit shipments)
Exhibit 08: Global smartphone shipments 2014-2019 (billions of units)
Exhibit 09: ASP trend for smartphones 2014-2019 ($)
Exhibit 10: Global smartphone market by OS 2014-2019
Exhibit 11: Global tablet shipments 2014-2019 (millions of units)
Exhibit 12: ASP trend of tablets 2014-2019 ($)
Exhibit 13: Global tablet market by OS 2014-2019
Exhibit 14: Global tablets market by screen size 2014-2019
Exhibit 15: Global laptop shipments 2014-2019 (millions of units)
Exhibit 16: ASP trend of laptops 2014-2019 ($)
Exhibit 17: Global e-reader shipments 2014-2019 (millions of units)
Exhibit 18: ASP trend of e-readers 2014-2019 ($)
Exhibit 19: Global portable gaming devices shipments 2014-2019 (millions of units)
Exhibit 20: ASP trend of portable gaming consoles 2014-2019 ($)
Exhibit 21: Global smartphones market by geographical segmentation 2014-2019
Exhibit 22: Global smartphones market by geographical segmentation 2014-2019 (billions of units)
Exhibit 23: Global tablets market by geographical segmentation 2014-2019
Exhibit 24: Global tablets market by geographical segmentation 2014-2019 (billions of units)
Exhibit 25: Global laptop market by geographical segmentation 2014-2019
Exhibit 26: Global laptop market by geographical segmentation 2014-2019 (millions of units)
Exhibit 27: Global e-readers market by geographical segmentation 2014-2019
Exhibit 28: Global e-readers market by geographical segmentation 2014-2019 (millions of units)
Exhibit 29: Global portable gaming devices market by geographical segmentation 2014-2019
Exhibit 30: Global portable gaming devices market by geographical segmentation 2014-2019 (millions of units)
Exhibit 31: Impact of drivers
Exhibit 32: Impact of drivers and challenges
Exhibit 33: Vendor segmentation of global smartphone market 2014
Exhibit 34: Global tablets market by vendor segmentation 2014
Exhibit 35: Vendor segmentation of global laptop market 2013
Exhibit 36: Vendor segmentation of global e-reader market 2013
Exhibit 37: Vendor segmentation of global portable gaming devices market 2014
Exhibit 38: Amazon: Business segmentation by revenue 2014
Exhibit 39: Amazon: Business segmentation by revenue 2013 and 2014 ($ billion)
Exhibit 40: Apple: Business segmentation by revenue 2014
Exhibit 41: Apple: Product segmentation by revenue 2014
Exhibit 42: Apple: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 43: Apple: Product segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 44: ASUSTeK: Business segmentation by revenue 2014
Exhibit 45: ASUSTeK: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 46: ASUSTeK: Geographical segmentation by revenue 2014
Exhibit 47: HP: Business segmentation by revenue 2014
Exhibit 48: HP: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 49: HP: Geographical segmentation by revenue 2014
Exhibit 50: Huawei: Business segmentation by revenue 2014
Exhibit 51: Huawei: Business segmentation by revenue 2013 and 2014 ($ million)
Exhibit 52: Huawei: Geographical segmentation by revenue 2014
Exhibit 53: Lenovo: Business segmentation by revenue 2015
Exhibit 54: Lenovo: Geographical segmentation by revenue 2015
Exhibit 55: Lenovo: Geographical segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 56: LG Electronics: Business segmentation by revenue 2014
Exhibit 57: LG Electronics: Geographical segmentation by revenue 2014
Exhibit 58: Microsoft: Business segmentation by revenue 2014
Exhibit 59: Microsoft: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 60: Microsoft: Geographical segmentation by revenue 2014
Exhibit 61: Nintendo: Business segmentation by revenue 2015
Exhibit 62: Nintendo: Business segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 63: Nintendo: Geographical segmentation by revenue 2015
Exhibit 64: Samsung Electronics: Business segmentation 2013
Exhibit 65: Samsung Electronics: Business segmentation by revenue 2013 and 2014 ($ billion)
Exhibit 66: Samsung Electronics: Geographical segmentation by revenue 2014
Exhibit 67: Sony: Business segmentation by revenue 2015
Exhibit 68: Sony: Business segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 69: Sony: Geographical segmentation by revenue 2015
Exhibit 70: Toshiba: Business/product segmentation 2014 by revenue
Exhibit 71: Business segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 72: Toshiba: Geographical segmentation by revenue 2014

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