Education PC and Tablet Market in the US 2016-2020

Description:
Market outlook of the education PC and tablet market in the US

The market research analyst predicts the education PC and tablet market in the US to grow at an impressive CAGR of approximately 21% during the forecast period. The introduction of stringent government initiatives that focuses on the deployment of educational hardware in K-12 schools is expected to spur the adoption of PCs and tablets in the education sector during the forecast period.

The recent culture of standardized testing is the key driver for the growth of this market. In the US, the government is focused on improving the quality of education through the adoption of standardized tests, which in turn is triggering growth in the education PC and tablet market. For instance, the enactment of the NCLB Act that stresses on a standards-based education system is also anticipated to foster market growth during the forecast period.

Competitive landscape and key vendors
The education PC and tablet market in the US is characterized by the presence of numerous small, medium, and large vendors that includes both international and regional players. The leading vendors in this market are expected to dominate the market irrespective of the intense competition during the forecast period.

The top vendors in the market are -
- Apple
- Dell
- HP
- Lenovo
- Microsoft
- Samsung

Other prominent vendors in the market include Alphabetics Computer Services, AsusTek, Compaq, HCL, IBM, LG, NEC, Sony, and Toshiba.

Segmentation by product and analysis of the education PC and tablet market in the US
- Desktop
- Laptop
- Tablet
- All-in-one PC

In this market research, The market research analysts have estimated the education tablets segment to account for the largest market share during the predicted period. Advantages of its long battery life, small size, and the presence of a touch screen are estimated to augment its adoption for educational purposes during the forecast period.

Segmentation by end user and analysis of the education PC and tablet market in the US
- K-12
- Higher education

The K-12 educational segment accounted for more than 69% of the overall market share during the forecast period. The high popularity of blended learning in the K-12 segment is an important factor that impels the prospects for growth in this segment during the predicted period.

Key questions answered in the report include
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the education PC and tablet market in the US?
- What are the Key Market trends impacting the growth of the education PC and tablet market in the US?
- 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 vendors in the education PC and tablet market in the US?
What are the key outcomes of the five forces analysis of the education PC and tablet market in the US?

Related reports
- Europe Education Technology Market 2015-2019
- USA Education Technology Virtual Schools Market 2015-2019
- Global Digital Classroom Market 2015-2019
- Global Education PC Market 2015-2019

Contents:

PART 01: Executive summary
- Highlights

PART 02: Scope of the report
- Market overview
- Top-vendor offerings

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: US economic overview
- Unemployment
- Inflation

PART 06: Market landscape
- Market overview
- Market size and forecast
- Five forces analysis

PART 07: Market segmentation by product
- Market share by revenue
- Market share by unit shipments

PART 08: Market segmentation by end-user
- Education PC and tablet market in US by end-user

PART 09: Market drivers
- Government initiatives
- Culture of standardized testing
- Digitization of learning content
- Focus on K-12 and pre-K-12 schools

PART 10: Impact of drivers

PART 11: Market challenges
- Intense competition among vendors
- Faculty recruitment and training
- Digital safety
- Opposition to learning with electronic devices

PART 12: Impact of drivers and challenges

PART 13: Market trends
- Advances in content development technologies
- Emphasis on classroom technology
- Shift toward personalized learning
- Usage by teachers and administrative staff

PART 14: Vendor landscape
- Competitive scenario
PART 15: Key vendor analysis
- Apple
- Dell
- HP
- Lenovo
- Microsoft
- Samsung

PART 16: Other prominent vendors
- Alphabetics Computer Services
- AsusTek Computer
- Compaq
- HCL Technologies
- IBM
- LG Electronics
- NEC
- Sony
- Toshiba

PART 17: Appendix
- List of abbreviations

PART 18: About the Author

LOE
Exhibit 01: Product offerings
Exhibit 02: US GDP per capita 2014-2019 ($)
Exhibit 03: US GDP 2009-2014 ($ trillions)
Exhibit 04: US unemployment rate (2010-2015)
Exhibit 05: Contribution to US GDP by sector 2013
Exhibit 06: Contribution of the private and public sector to US GDP: 2014
Exhibit 07: Education PC and tablet market in US 2015-2020 ($ millions)
Exhibit 08: Education PC and tablet market in US 2015-2020 (millions of units)
Exhibit 09: Five forces analysis
Exhibit 10: Education PC and tablet market in US by product
Exhibit 11: Education PC and tablet market in US by product 2015
Exhibit 12: Education PC and tablet market in US by product 2020
Exhibit 13: Education desktops market in US 2015-2020 ($ millions)
Exhibit 14: Education laptops market in US 2015-2020 ($ millions)
Exhibit 15: Education tables market in US 2015-2020 ($ millions)
Exhibit 16: Education all-in-one PCs market in US 2015-2020 ($ millions)
Exhibit 17: Education PC and tablet market in US by product 2015
Exhibit 18: Education PC and tablet market in US by product 2019
Exhibit 19: Education PC and tablet market in US by product 2015-2020 (millions of units)
Exhibit 20: Education PC and tablet market in US by product 2015-2020
Exhibit 21: Education tablets market in US 2015-2020 (millions of units)
Exhibit 22: Education laptops market in US 2015-2020 (millions of units)
Exhibit 23: Education desktops market in US 2015-2020 (millions of units)
Exhibit 24: Education all-in-one PCs market in US 2015-2020 (millions of units)
Exhibit 25: Education PC and tablet market in US by end-user 2015
Exhibit 26: Impact of drivers
Exhibit 27: Impact of drivers and challenges
Exhibit 28: Apple: Business segmentation by revenue 2014
Exhibit 29: Apple: Product segmentation by revenue 2014
Exhibit 30: Apple: Product segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 31: Lenovo: Business segmentation by revenue 2015
Exhibit 32: Lenovo: Business segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 33: Lenovo: Geographical segmentation by revenue 2015
Exhibit 34: Lenovo: Geographical segmentation by revenue 2014 and 2015
Exhibit 35: Microsoft: Business segmentation by revenue 2015
Exhibit 36: Microsoft: Business segmentation by revenue 2014 and 2015 ($ billions)
Exhibit 37: Microsoft: Geographical segmentation by revenue 2015
Exhibit 38: Samsung: Business segmentation by revenue 2014

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3512493/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Education PC and Tablet Market in the US 2016-2020
Web Address: http://www.researchandmarkets.com/reports/3512493/
Office Code: SCPLXDUJ

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ____________________________________________
Last Name: ____________________________________________
Email Address: * ________________________________________
Job Title: ____________________________________________
Organisation: _________________________________________
Address: _____________________________________________
City: _________________________________________________
Postal / Zip Code: ____________________________________
Country: _____________________________________________
Phone Number: ________________________________________
Fax Number: __________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World