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

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