
Description:
Earlier, desktops and laptops were given utmost importance owing to the presentation of information and other generic features such as accuracy, efficiency, and productivity. However, technological developments in functionalities and mobility of computers have led to the end users switching from traditional to hybrid devices. In 2013, several Original Equipment Manufacturers (OEMs) introduced 2-in-1 devices, also known as hybrids, swivels, or laplets that could be used both as a personal computer (PC) and a tablet. Hybrid devices are preferred over other devices majorly due to their functionalities such as lightweight nature and ease of use. The world hybrid devices market is projected to generate $30.92 billion from 2014 to 2022 registering a CAGR of 25.6% during the assessment period. Laptop tablet, hybrid models are creating greater opportunities for the industry worldwide.

The world hybrid devices market is segmented on the basis of type, screen size, end user, and geography. Based on type, the market is sub-segmented into convertible devices and detachable devices. In convertible hybrid devices, the keyboard can be rotated, slid, or folded behind or within a chassis. Detachable hybrid devices are those with detachable keyboards that function as lightweight tablet devices. Based on screen size, the market is divided into three categories: less than 12 inches, 12-15 inches, and greater than 15 inches. Further, the market is segmented based on end users which are sub segmented into personal use, IT & Telecom, and others (retail, healthcare, educational institutions, and government). Geographically, the market is segmented into North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the market are ASUSTeK Computer Inc., Lenovo, HP Development Company, L.P., Microsoft, Dell Inc., Toshiba Corporation, Samsung Corporation, Acer Inc., Fujitsu Ltd, and LG Corporation.

POTENTIAL BENEFITS FOR STAKEHOLDERS:
This study presents an analysis of the world hybrid devices market with current and future trends and market share to determine the investment pockets in the market. The report determines the overall attractiveness and profitable trends of the market. The report throws light on information regarding key drivers, restraints, and opportunities with impact analysis. The report quantitatively analyzes current market and presents a forecast for the years 2014-2022, which highlights the financial appetency of the market. Porter's five forces model analysis of the industry illustrates the potency of the buyers and suppliers participating in the market. Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

HYBRID DEVICES MARKET SEGMENTATION

The market is segmented on the basis of type, screen size, end user and geography as follows:

BY TYPE
Convertible hybrid devices
Detachable hybrid devices

BY SCREEN SIZE
Less than 12 inches
12 inches to 15 inches
Greater than 15 inches

BY END USER
Personal use
IT & Telecom
Others (Retail, Healthcare, Educational Institutions and Government)

BY GEOGRAPHY

North America
  U.S.
  Canada
  Mexico
  Europe
  UK
  Germany
  France
  Russia
  Rest of Europe
  Asia-Pacific
  China
  Japan
  South Korea
  Australia
  Rest of Asia-Pacific
  LAMEA
  Latin America
  The Middle East
  Africa

KEY PLAYERS

ASUSTeK Computer Inc.
Lenovo
HP Development Company, L.P.
Microsoft
Dell Inc.
Toshiba Corporation
Samsung Corporation
Acer Inc.
Fujitsu Ltd
LG Corporation

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