

China Personal Computing Device: Compete

IDC's Advanced Compete is a companion product to its flagship Trackers that are leading industry benchmarks for measuring and monitoring a market's size and forecast by country across various technologies. *China Personal Computing Device: Compete* provides an in-depth analysis of the China personal computing device market that will help customers develop a deeper sense of the trends to prepare a sound market strategy. IDC's in-country tracker analysts are able to provide an unrivaled in-depth market view based on the latest trends and analyses garnered from numerous supplier interviews, buyer surveys, and other secondary sources.

MARKETS AND TECHNOLOGIES COVERED

- Markets and technologies covered include personal computing devices.
- In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment.

CORE RESEARCH

- **Executive Summary** of the key market highlights for the period
- **Market Overview** with assumptions and key highlights that affect the trend line
- **Competitive Analysis** of vendors at an overall level and by a deeper market segmentation to highlight each vendor's strengths and market positioning
- **Product Segmentation** to cover key market shifts by various sub-segmentations within a product
- **Forecast Analysis** of the overall market with assumptions and key highlights that affect the trend line
- **Buyer Segmentation** with commentary on key spending trends by size, industry, and use case to comment on large deals and events
- **Channel Analysis** of major movements across service providers,etailers, systems integrators, and so forth for those trackers that include this data
- **Key Buyer Spending Behavior Trends** from surveys to leverage for illustrating important current and future spending trends
- **Provincial/City-Level Market Trends** to show maturity, growth, and density within the sub-geographies of a country
- **Sales-Out Trends** to demonstrate a final-tier analysis by products and vendors

KEY QUESTIONS ANSWERED

1. What are the macrotrends and microtrends shaping the spending in this market?
2. What is the product segmentation analysis by category to observe growth and shifts in spending within various product categories?
3. What is the competitive outlook in this market, and what is behind the market-winning strategies of leading vendors?
4. Which buyer segments are spending more/less, and what drives the motivation/reluctance to spend by major buyer segments?
5. Which provinces/cities within the country are growing faster, and what are the unique trends driving demand?
6. How are the various channels growing, and what are the key sales-out trends?
7. What are the forecasts and related assumptions in the short and long term?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the *China Personal Computing Device: Compete* market, including:

Apple, ASUS, Dell, HP Inc., and Lenovo.