

PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020

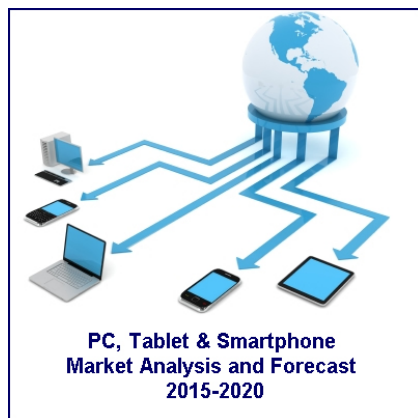
Research Report M-850-15

December 2015



PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020

Report No: M-850-15
December 2015



Bishop and Associates, Inc. announces the release of a new 5-chapter, 146-page research report providing an in-depth analysis of the worldwide PC, tablet and smartphone market. Covering the period 2015 through 2020, with detailed comparisons from 2010, this report focuses on the dynamic changes these markets have undergone as well as looks at the future potential in units and connectors.

The PC, tablet and smartphone markets have similar basic functionalities which, particularly in the consumer market segment, has led to confusion between devices, and a tendency to pare down use to the device that best fits one's needs. For many that is a tablet or smartphone, not a PC. Thus, the venerable PC market, after many years of growth, particularly in the notebook sector, has hit a major speed bump. This change affects

the connector industry, since these markets are major users of connector products: an estimated 30 billion units in 2015.

The report addresses a number of important areas that drive the success of this market and answer important questions, such as:

- Will the PC market begin to rise again?
- What does the future hold for tablets?
- How has the AIO affected this market?
- What is the impact of Microsoft tablets, smartphones and Windows 10?

**Table E.1 World PC-Tablet-Smartphone System Assembly Location
Connector Forecast UxM**

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	CAGR 2010-2020	CAGR 2015-2020
NA	802.2	652.2	538	202.8	269.5	XXX.X	XXX.X	XXX.X	X.XXX.X	X.XXX.X	X.XXX.X	Y.Y%	Y.Y%
EU	741.7	574.2	550.7	177.9	224.1	XXX.X	XXX.X	XXX.X	XXX.X	XXX.X	1,247.2	Y.Y%	Y.Y%
JP	632.7	680.2	795.6	811.5	680.4	XXX.X	XXX.X	XXX.X	XXX.X	XXX.X	XXX.X	Y.Y%	Y.Y%
CN	7,104.5	10,456.8	15,100.9	19,157.8	24,742.3	XX,XXX.X	XX,XXX.X	XX,XXX.X	XX,XXX.X	XX,XXX.X	XX,XXX.X	Y.Y%	Y.Y%
AP	3,970.0	3,831.5	3,746.5	4,235.9	4,992.5	X.XXX.X	X.XXX.X	X.XXX.X	X.XXX.X	X.XXX.X	X.XXX.X	Y.Y%	Y.Y%
ROW	0	0	0	0	0	XXX.X	XXX.X	XXX.X	XXX.X	X.XXX.X	X.XXX.X	Y.Y%	Y.Y%
Total	13,251.1	16,194.9	20,731.7	24,585.8	30,908.7	XX,XXX.X	XX,XXX.X	XX,XXX.X	XX,XXX.X	XX,XXX.X	XX,XXX.X	Y.Y%	Y.Y%

PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020

The following table of contents shows the detail provided in this new report.

Table of Contents

Executive Summary

Executive Summary
Table E.1 World PC-Tablet-Smartphone System Assembly Location
Connector Forecast
World PC-Tablet-Smartphone System Assembly Forecast 2010-2025

Chapter 1 – Introduction

Introduction
About this Study
Past/Present
Table 1.1 High Leverage Items in 2015-2020 Forecasting
Present/Future
State of the Extended PC Marketplace
Overall
Observations
Connector Industry

Chapter 2 – Smartphones, PDAs and other Body-Worn Devices

Introduction
PDAs Started it All
Reasons
Who Won?
Worldwide Market Shares Smartphones
Who “Lost” or had a “Learning Experience”?
PDA Market Moved from Computers to Telecommunications
Mobile/Smartphone Market
All Phones
Newer or Re-Packaged Entrants
Table 2.1 Smartphone Shipments & Share 2012-2020
Market Trends
2012 Smartphone Market Share Based on Units
2015 Smartphone Market Share Based on Units
2020 Smartphone Market Share Based on Units
Table 2.2 Smartphone/Mobile Device Global Market Forecast (Units)
All Mobile Device 2015 to 2020
Apple versus Samsung
Table 2.3 Bishop Estimate of Operating System Share of Mobile
Phone Market, 2011-2015-2020
Table 2.4 Mobile Phone Forecast 2010-2020 (Units)
Table 2.5 Smartphone vs. Cell Phone Unit Volume 2010-20
Mobile Phone OEMs
Key Smartphone Design Features
Market Direction/Dynamics
Prediction: Smartphone Leaders for the 2010-20 Decade
Leading Phones
Qualcomm Mirasol Reflective Display Technology
Mobile Phone/Palmtop Summary
Connector Application Trends
Where is this Going?
The Smart Watch
Conclusions

Chapter 3 – Tablets

Overview and Definitions
Tablet Leaders and Others
Apple
Asustek Computer
Acer Inc
Amazon.com
Barnes & Noble
Fujitsu Ltd
Google Inc
Lenovo
Microsoft Inc
Motorola
Panasonic
RIM, now Blackberry Ltd
Samsung
Sony
Toshiba Corp
Viewsonic Corp
Vizio
Dell
Hewlett Packard
Evolution of the Tablet
Microsoft’s Late but Formidable Entry
Key Tablet Players Include
Market Forecast
Table 3.1 World Forecast Tablet Devices 2010-20 Nominal
Table 3.2 Nominal World Tablet Market 2010-20
Table 3.3 Optimistic World iPad/Tablet Sales 2010-2020
Table 3.4 Strong World Forecast including Microsoft
Table 3.5 Current Forecast of Total Tablet Sales
Table 3.6 Current Table Unit Sales by Manufacturer 2010-2015
Table 3.7 Current Tablet Unit Sales Forecast 2010-2020
Tablet Technology & Design
Technology & Design Trends
Difference between iPad, Android and Windows Tablets
Under the Hood
IPAD 3G Teardowns
IPad 3 – 3G
Samsung Galaxy Pad
Google Nexus 9 Teardown
Comments on Packaging
Summary & Conclusions iPad/Tablet Computers
Future?
Which Operating System Will Win?
Connector Trends

PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020

Chapter 4 – Personal Computers

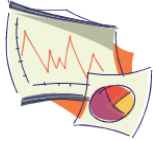
Introduction
PC Players Today, in Rough Order of Units Sold
Future of PC Business and its Supply Chain
Connector Trends
OEMS
Lenovo
Hewlett Packard
Table 4.1 Greenpeace Ranking
Table 4.2 PC Shipments by Product Category and Region
Dell
Apple
Microsoft
Future Applications
For Connectors

Chapter 5 – Computational Background

Introduction
Table 5.1 Design Influences by Region
Issues with these Numbers
Table 5.2 Forecast: Smartphone System Assembly by Region 2010-20
Chart 5.2a Smartphone System Assembly Connector Forecast 2010-20
Table 5.3 Forecast: Smartphone System OEM Value by Region 2010-20
Chart 5.3a Smartphone System OEM Value by Region 2010-20 Units
Table 5.4 World Tablet Connector Forecast 2010-20 by System Assembly Location
Chart 5.4a Tablet Assembly Location Connector Forecast 2010-20 Units
Table 5.5 World Tablet Connector Forecast 2010-20 by OEM Production Value Location
Chart 5.5a World Tablet OEM Production Value Location Connector Forecast 2010-20 Units
Table 5.6 World Notebook Connector Forecast 2010-20 by System Assembly Location

Chapter 5 – Computational Background (cont.)

Chart 5.6a World Notebook System Assembly Connector Forecast 2010-20 Units
Chart 5.6b Notebook OEM Production Value Connector Forecast 2010-20 Units
Table 5.7 World Tower & Motherboard Connector Forecast by System Assembly 2010-20 Units
Chart 5.7a Tower MoBo System Assembly Connector Forecast 2010-20 Units
Table 5.8 PC Tower – MoBo Connector Forecast OEM Production Value
Chart 5.8a Tower MoBo OEM Production Connector Forecast 2010-20 Units
Table 5.9 World AIO System Assembly Location – Connector Forecast 2010-20
Chart 5.9a World AIO System Assembly Connector Forecast 2010-20 Units
Table 5.10 World AIO OEM Production Value Connector Forecast 2010-20
Chart 5.10a World AIO OEM Production Value Connector Forecast 2010-20 Units
Table 5.11 World PC-Tablet-Smartphone System Assembly Location Connector Forecast Units
Chart 5.11a World PC-Tablet-Smartphone System Assembly Location Connector Forecast Units
Table 5.12 World PC-Tablet-Smartphone System Assembly Location Connector Forecast Dollars
Chart 5.12a World PC-Tablet-Smartphone System Assembly Location Connector Forecast Dollars
Table 5.13 World PC-Tablet-Smartphone OEM Production Value Connector Forecast Units
Chart 5.13a World PC-Tablet-Smartphone OEM Production Value Connector Forecast Units
Table 5.14 World PC-Tablet-Smartphone OEM Production Value Connector Forecast Dollars
Chart 5.14a World PC-Tablet-Smartphone OEM Production Value Connector Forecast Dollars



To Order PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020

Research Report M-850-15, *PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020* is available for \$3,500. If you would like additional information about this report, or would like to place an order, please complete the following information and fax or mail it to Bishop & Associates, Inc. To place your order on our website: <http://store.bishopinc.com/>. Additional print copies of this report are available for \$350.

Fax No. 630-443-2704

Name:		
Title:		
Company:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
E-Mail Address:		
Signature:		

PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020

- Print Copy @ \$3,500
- Print Copy + 1 Additional Print Copy @ \$3,850
- Print Copy + CD (Multi-User Corporate License) @ \$4,550

Invoice Me Check Enclosed Visa Master Card American Express

Additional \$75.00 for International Airmail
Illinois Customers Add 8.0% Sales Tax

Credit Card No.

Expiration Date
Mo. Yr.

For Questions in **Europe:**
Mr. Arthur Visser
Bishop & Associates, Inc.
Phone: (32) 2.660.3696 Fax: (32) 2.675.8374
[Email Arthur Visser.](mailto:Arthur.Visser@bishopinc.com)



1209 Fox Glen Drive
St. Charles, IL 60174
Phone: 630/443-2702 Fax: 630/443-2704
E-mail: bishop@bishopinc.com
Website: www.connectorindustry.com
Online Store: <http://store.bishopinc.com/>

What's New ?

Bishop & Associates has recently completed several new research reports about the worldwide connector industry. A table of contents for each report can be found at <http://store.bishopinc.com>.

- ❑ **Report M-850-15** **PC, Tablet & Smartphone Market Analysis and Forecast 2015-2020 (December 2015) NEW**
- ❑ **Report F-2015-02** **Connector Industry Forecast (November 2015) NEW**
- ❑ **Report M-121-15** **Top 100 Connector Manufactures (October 2015) NEW**
- ❑ **Report M-1010-15** **World Automotive Connector Market (September 2015) NEW**
- ❑ **Report C-330-15** **European Survey of the Electronic Connector Industry (August 2015)**
- ❑ **Report P-775-15** **Fiber Optic Connector Market 2015-2020 (August 2015)**
- ❑ **Report P-675-15** **Harsh Environment Connectors and Markets 2015 (July 2015)**
- ❑ **Report C-122-15** **2015 Connector Industry Yearbook (July 2015)**
- ❑ **Report P-799-15** **2015 World Cable Assembly Market (June 2015)**
- ❑ **Report P-606-15** **Connector Types and Technologies Poised for Growth (June 2015)**
- ❑ **Report M-700-15** **World Connector Industry Handbook (April 2015)**
- ❑ **Report P-970-15** **Structured Cabling and Connectivity Market (February 2015)**
- ❑ **Report CA-785-15** **Top 100 Cable Assembly Companies (January 2015)**
- ❑ **Report RM-1050-14** **Connector Industry Roadmap (December 2014)**

THE BISHOP REPORT - CONNECTOR INDUSTRY YEARBOOK

An annual subscription to [THE BISHOP REPORT](#) (12 issues) is available for \$1,150. As part of your Bishop Report subscription, you have admission to BishopReport.com, a website that provides quick access to prior issues of The Bishop Report, News Briefs, connector industry news, the connector industry forecast, and various industry statistics. An annual corporate subscription is available for \$2,950, which includes an unlimited number of subscribers and one PDF version of the Yearbook.

The [CONNECTOR INDUSTRY YEARBOOK](#) is available for \$1,450. However, Bishop & Associates offers a special combined price of \$1,750 for [THE BISHOP REPORT](#) and the [CONNECTOR INDUSTRY YEARBOOK](#) (an annual savings of \$850).

[Click here](#) to view an expanded report description, and a complete table of contents, for all Bishop & Associates' research reports.



Bishop & Associates Inc.

1209 Fox Glen Drive • St. Charles, IL 60174

Phone: 630.443.2702 • Fax: 630.443.2704 • bishop@bishopinc.com • ConnectorIndustry.com

Online Ordering: <http://store.bishopinc.com>