

2007-2008 Annual Report on China's Computer Market (General Report)

Report Information

Author: Computer Industry Research Center of CCID Consulting Co., Ltd.

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Research fields: computer system, peripherals, software, network equipment, consumer electronics, IT Services

Enterprises involved: Lenovo, HP, IBM, Dell, Langchao, Samsung, Microsoft, Oracle, UFIDA, etc.

Report Highlights

In 2007, China's computer market experienced rapid development, which can be largely ascribable to diversified demand for these products: computer, software, network equipment, IT services and consumer electronics. IT services become value oriented; consumer products are diversifying. Consumer demand is having profound impact on changes in the market.

User requirements keep converging and changing in the computer market. It is very difficult for a single enterprise and even a single entity of industry chain to stay competitive in the market. Therefore, spanning industry chain, integrating the industry ecology resources, and innovating enterprises' business models are gradually becoming the general trend in the computer market.

In the face of diversified user needs, value-oriented service philosophy, and fierce competition, CCID Consulting releases 2007-2008 Annual Report on China's Computer

Market, which helps vendors, investors and industry insiders grasp more accurately the market's pulse and comb the development track of application value:

- 📖 Deep and accurate market research data: The report depicts the industry's development from the angle of product structure, regional, vertical and parallel segments, and discerns the industry's development trend.
- 📖 All-round and profound market competition analysis: Elaborating on leading brands' competition performance in 2007, it sums up enterprises' successes and failures in the dimension of market shares, competition situation and competition strategy, and reviews the makings of leading players.
- 📖 Scientific and complete forecasts: Through regression modeling and expert verification in major market segments, it conducts correlation analysis with related industry links, to present valuable trend analysis and quantitative forecast result.

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