

2007-2008 Annual Report on China's PC Channels

Report Information

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Price: USD2,000 for hardcopy version and USD2,400 for digital version

Research fields: desktop PC, notebook, PC server, sales channels

Enterprises involved: Lenovo, Dell, HP, Founder, Tongfang, etc.

Channel partners involved: Digital China, Highly, ECS Technology, Ingram Micro, etc.

Report Highlights

In 2007, China maintained fast growth of PC sales, with notebook being the fastest grower in the PC market. As market competition escalates, vendors have stepped up efforts to expand regional markets. While continuing to deploy T3 and T4 channels, they are aggressively expanding retail channels. As retail users replace industry users to become the main buyers of desktop PCs and notebooks, 3C chain stores' entry draws close attention in the PC market, triggering intensified channel competition.

PC channels are diversifying: Now, there are various store channels, distribution channels and industry channels including 3C malls, IT malls, chain stores, and SI&ISV. Economic growth fuels explosive growth of personal user demand in the T3-T5 market. SMBs, colleges and universities, and local governments have strong purchasing power. And the "New Rural Construction" campaign gets in full swing, vendors set their eyes on the T3-T5 market. As vendors attaching growing importance to client value and the downsizing of channels, how to seize opportunities to effectively improve channel value becomes the key to vendors' success in the marketplace.

In the face of changes and challenges in competition and the market, CCID Consulting releases 2007-2008 Annual Report on China's PC Channels. The report helps vendors, channel partners and investors grasp more accurately the pulse of PC channels in China and comb the development track of application value:

- 📖 Backed by deep and accurate market research data, the report depicts the development of PC channels from the angle of channel quantity, regional distribution of channels, distribution of channels by city levels, and distribution of sales volume among different types of channels.
- 📖 Presenting all-sided and more profound analysis of market competition, it sums up the successes and failures of channels in the dimension of vendors' overall market situation, channel strategies, channel models, and percentages of different channels by shipments.
- 📖 It offers scientific and complete forecasts. By conducting regression modeling and expert verification of the overall market and market segments, the report provides qualitative and quantitative forecasts of changes in channels, and presents valuable trend analysis and quantitative forecast result.

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