

# **2007-2008 Annual Report on China's Desktop Market**

## **Report Information**

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Research fields: desktop PC, business desktop PC, consumer desktop PC

Enterprises involved: Lenovo, Founder, Tongfang, Dell, HP, TCL, Great Wall, Haier, Langchao, Acer, Unisplendour, etc.

## **Report Highlights**

In 2007, competition situation experienced reshuffling in China's desktop PC market. Stable average selling price (ASP) is ascribable to changes in product structure and the shift of competition focus from price to application value. However, the differentiation and poor competitiveness of middle and small brands has not been improved. With the escalation of competition's Matthew effect, China's computer brands experience further concentration and consolidation.

With regard to market structure, dual-core and large screen become key words for desktop PCs. Vista system gives a notable boost to the sales of large memories and independent graphic cards. In the home PC segment, desk application gives way to living room application. With the diversification of sales channels, terminal capability takes on growing importance...

In the face of changes and challenges in competition and the market, CCID Consulting releases 2007-2008 Annual Report on China's Desktop Market, to help vendors, investors and industry insiders grasp more accurately laws governing the market's development and

in combing the development track of application value:

- 📖 Deep and accurate market research data: On the basis of in-depth research of leading vendors' main product models, the report depicts changes in the market from the angle of product structure, price segments, regions and provinces, cities, vertical and parallel segments, and distribution channels.
- 📖 All-round and profound market competition analysis: In addition to summing up enterprises' performance in the dimension of market segments, competition strategy and SWOT analysis, CCID Consulting leverages its profound understanding of the IT market to establish a CPM matrix system consisting of 6 items and 31 sub-items, to review the makings of success in the marketplace. Vendors are divided into four quadrants including leaders and challengers.
- 📖 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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