

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

## **Report Information**

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

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

Enterprises involved: Inter, AMD, ASUS, MSI, ECS, GIGABYTE, Seagate, Samsung, etc.

## **Report Highlights**

In 2007, represented by CPU, hardware technology advanced by leaps and bounds. The release of new technologies and new products breathed new life into the DIY market. Thanks to the rapid penetration of dual-core products, China's computer components market maintained steady growth. Market competition intensified. As a result, tier 1 brands kept cutting price and their profit margin thinner. Small and medium-sized brands found their survival environment worsening. T3 and T4 markets became the focus of competition.

The consumer segment remains the powerhouse for the market in 2007. Personal users and SMBs contributed more than 70% of the market's growth. Sales channels are diversifying; Web marketing is a fast grower.

In the face of changes and challenges in competition and the market, CCID Consulting releases 2007-2008 Annual Report on China's Computer Components 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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