

China Quarterly Personal Computing Device Tracker: Consumer and SMB

China Quarterly Personal Computing Device Tracker: Consumer and SMB® provides details on vendors, market opportunity, and consumer and SMB segmentation analysis in the PC and Tablet market. It provides detailed information concerning these products in an easy-to-use pivot table. IDC's tracker products provide reliable, accurate, and independent market research as a base to create quantitative market analyses and to study historical and future trends.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments; ports; and end-user, factory revenue; and so forth.

Core Coverage

- Company
 - Vendor
 - Brand
 - Price Band
 - Screen Size Band
 - Processor Brand
 - Processor Vendor
 - Gaming
 - Product Detail
 - Product
 - Product Category
 - Segmentation Group
 - Segmentation
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Geographic Scope

- PRC
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Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data