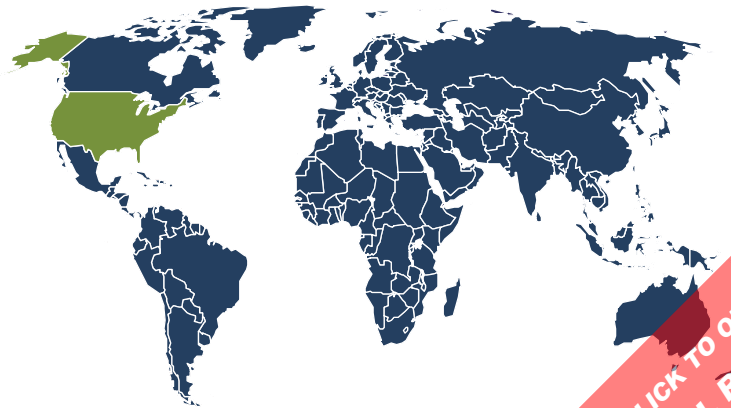




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Computers & Peripherals: United States

April 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade
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Demand | Shipments

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US computer and peripheral demand and shipments in US dollars at the manufacturers' level to 2020. Total demand and shipments are segmented by product in terms of:

- computers
- computer storage
- other peripherals such as thin client terminals, keyboards, mice, monitors, and printers.

Smartphones, network equipment, external audio speakers, videogame consoles, and accessories such as cable sets and switches are excluded from the scope of this report. Components of storage solutions (eg, memory semiconductor chips, magnetic recording media, and optical recording media) are also excluded.

To illustrate historical trends, total demand, total shipments, and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Computers & Peripherals: United States (FF80047) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
334111	Electronic Computer Manufacturing	3571	Electronic Computers
334112	Computer Storage Device Manufacturing	3572	Computer Storage Devices
334113	Computer Terminal Manufacturing	3575	Computer Terminals
334119	Other Computer Peripheral Equipment Manufacturing	3577	Computer Peripheral Equipment, NEC
423430	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	5045	Computers and Computer Peripheral Equipment and Software
443120	Computer and Software Stores	5734	Computer and Computer Software Stores

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