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# Computers & Peripherals: United States

June 2018



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# About This Report

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## Scope & Method

This report forecasts to 2022 US computers and peripherals demand and shipments in nominal US dollars at the manufacturer level as well as final demand in nominal US dollars. Final demand represents sales measured at prices sold to end users, via retail channels (primarily to consumers and small organizations) or directly from wholesaler or manufacturers (primarily to large organizations such as businesses or government agencies). Total demand and shipments are segmented by product in terms of:

- computers
- computer storage
- other peripherals such as ATMs, computer terminals, keyboards, mice, monitors, point-of-sale terminals, and printers

Final demand is segmented by market as follows:

- business
- household
- government

To illustrate historical trends, total demand and shipments at the manufacturer level, final demand, the various segments, and trade are provided in annual series from 2007 to 2017.

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 (e.g., memory semiconductor chips, magnetic recording media, and optical recording media) are also excluded. Furthermore, electronic controllers and processors colloquially referred to as computers – such as the computer chips in motor vehicles, appliances, and commercial and industrial equipment – are semiconductors and are thus outside the scope of this report.

Re-exports of computers and peripherals are excluded from demand and trade figures.

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

## About This Report

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

Table 9 | Industry Codes Related to Computers & Peripherals

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
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

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Silicones Market in the US*, February 2018

*Automotive Aftermarket for Electronic Components in North America*, September 2017

*Electronic Security Products US Market Forecasts*, September 2017

*Global Silicones Market*, June 2017

#### Freedonia Focus Reports

*Analytical Instruments: United States*

*Audio & Video Equipment: United States*

*Control Technologies: United States*

*Communication Services: United States*

*Data Processing & Hosting: United States*

*Electronic Components: United States*

*Internet Content & Search: United States*

*Repair Services: United States*

*Semiconductor Machinery: United States*

*Semiconductors: United States*

*Software: United States*

*Toys & Games: United States*

#### Freedonia Custom Research

### Trade Publications

*Computerworld*

*EE Times*

*PC Magazine*

*PCWorld*

*SearchStorage*

*StorageReview.com*

### Agencies & Associations

Computing Technology Industry Association

Institute of Electrical and Electronics Engineers

Internet Infrastructure Coalition

United States Department of Commerce

Bureau of Economic Analysis

United States Census Bureau

United States International Trade Commission