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US Collection

Computers & Peripherals: United States

July 2021



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Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	8
Trade	9
Environmental & Regulatory Factors	11
3. Segmentation & Forecasts	13
Products	13
Computers	16
Storage	21
Peripherals	22
Markets	26
Business	28
Consumer	29
Government	30
4. Industry Structure	32
Industry Characteristics	32
Market Share	34
Dell Technologies	34
Apple	35
HP	35
5. About This Report	37
Scope	37
Sources	37
Industry Codes	38
Freedonia Methodology	38
Resources	40

List of Tables & Figures

Figure 1 Key Trends in US Computers & Peripherals Demand, 2020 – 2025	3
Figure 2 US Computers & Peripherals Demand Trends, 2010 – 2020	5
Figure 3 US Computers & Peripherals Customer-Level Demand Trends, 2010 – 2020	6
Table 1 Key Indicators for US Computers & Peripherals Demand, 2010 – 2025 (US\$ bil)	8
Figure 4 US Computers & Peripherals Trade, 2010 – 2020 (US\$ bil)	9
Table 2 US Computers & Peripherals Trade, 2010 – 2020 (US\$ mil)	9
Table 3 US Computers & Peripherals Trade by Segment, 2010 – 2020 (US\$ mil)	10
Figure 5 US Computers & Peripherals Demand by Product, 2010 – 2025 (US\$ bil)	13
Table 4 US Computers & Peripherals Demand by Product, 2010 – 2025 (US\$ mil)	13
Figure 6 US Computers & Peripherals Shipments by Product, 2010 – 2025 (US\$ bil)	14
Table 5 US Computers & Peripherals Shipments by Product, 2010 – 2025 (US\$ mil)	14
Figure 7 US Computers & Peripherals Demand by Product Performance Index, 2010 – 2025 (2010=100)	15
Figure 8 Survey: Consumer Likelihood of Desktop & Laptop Purchase, 2019-2020	17
Figure 9 Survey: Consumer Attitudes Surrounding Computer Purchases, 2021 (%)	18
Figure 10 Survey: US Adult Tablet Ownership by Brand, 2015-2020	19
Figure 11 Survey: Consumer Purchasing of Computer Peripherals (%)	23
Figure 12 US Computers & Peripherals Demand by Product, 2010 – 2025 (%)	24
Figure 13 US Computers & Peripherals Customer-Level Demand by Market, 2010 – 2025 (US\$ bil)	26
Table 6 US Computers & Peripherals Customer-Level Demand by Market, 2010 – 2025 (US\$ bil)	26
Figure 14 US Computers & Peripherals Customer-Level Demand by Market, 2010 – 2025 (%)	27
Figure 15 US Business Spending on Computers & Peripherals w/ Nonresidential Fixed Investment in Information Processing Equipment, 2010 – 2025	28
Figure 16 US Consumer Spending on Computers & Peripherals w/ Durable Goods PCE, 2010 – 2025	29
Figure 17 US Government Spend on Computers & Peripherals w/ Gross Government Investment, 2010 – 2025	30
Figure 18 US Computers & Peripherals Market Share by Company, 2020 (%)	34
Table 7 NAICS & SIC Codes Related to Computers & Peripherals	38

About This Report

Scope

This report forecasts to 2021 and 2025 US computer and peripherals demand and shipments in nominal US dollars at the manufacturer level. Total demand and shipments at the manufacturer level are segmented by product in terms of:

- computers
- storage
- peripherals

Total demand at the customer level is segmented by market as follows:

- business
- consumer
- government

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2010 to 2020.

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 includes the results of a proprietary national online consumer survey of US adults (age 18+). This Freedonia Focus Reports National Survey has a sample size of approximately 2,000, screened for response quality, and representative of the US population on the demographic measures of age, gender, geographic region, race/ethnicity, household income, and the presence/absence of children in the household.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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, such as:

About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- licensed national consumer survey data
- 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 7 | NAICS & SIC Codes Related to Computers & Peripherals

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
333316	Photographic and Photocopying Equipment Manufacturing	3571	Electronic Computers
334111	Electronic Computer Manufacturing	3572	Computer Storage Devices
334112	Computer Storage Device Manufacturing	3575	Computer Terminals
334118	Computer Terminal and Other Computer Peripheral Equipment Manufacturing	3577	Computer Peripheral Equipment, Nec
423430	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	5045	Computers, Peripherals, and Software
443142	Electronics Stores	5734	Computer and Software Stores

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly.

About This Report

Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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.

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Agencies & Associations

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