

LAPTOP



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Content



Background and Purpose



Market and Trend Analysis



Segment Wise Description

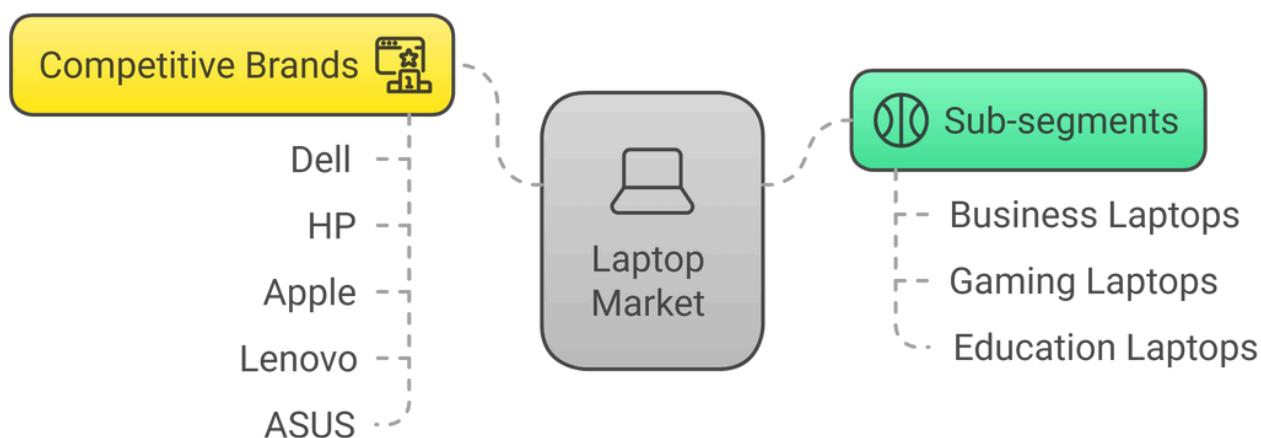


STP Analysis

About The Category

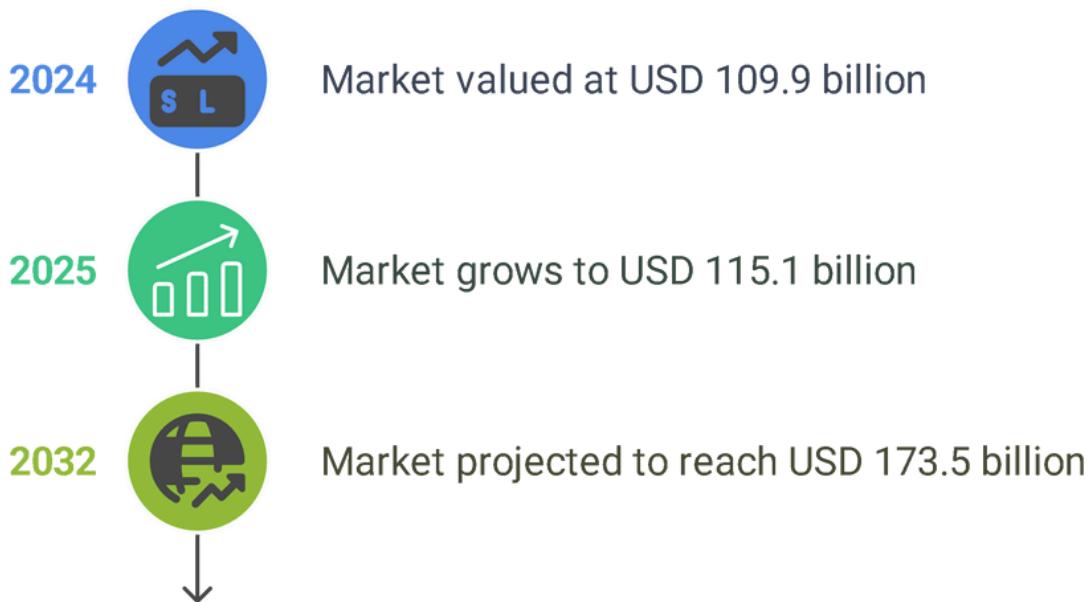
Laptops are portable personal computers designed for various uses, including business, education, gaming, and personal entertainment.

The category includes multiple sub-segments, such as business laptops, gaming laptops, and laptop for students, catering to different consumer needs. Competitive brands in this space include Dell, HP, Apple, Lenovo, and ASUS, each positioning their products based on performance, design, price, and target audience.



Global Market Size of Laptop

Projected Growth of the Global Laptop Market



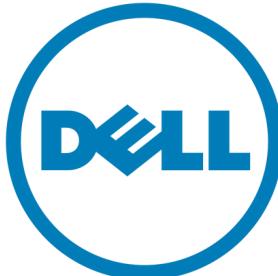
The global laptop market size was valued at USD 109.9 billion in 2024. The market is expected to grow from USD 115.1 billion in 2025 to USD 173.5 billion in 2032, at a CAGR of 5.3%.

Due to the increasing corporate, education and entertainment sector coupled with increasing the laptop industry is growing rapidly. Laptops are portable computers that are essential for both personal and professional use because they combine powerful hardware, fast processing, and extensive software capabilities.

There are basically 3 segments of laptop



STUDENT FRIENDLY



BUSINESS LAPTOP



GAMING LAPTOP



REPUBLIC OF
GAMERS

Lenovo

Student Friendly

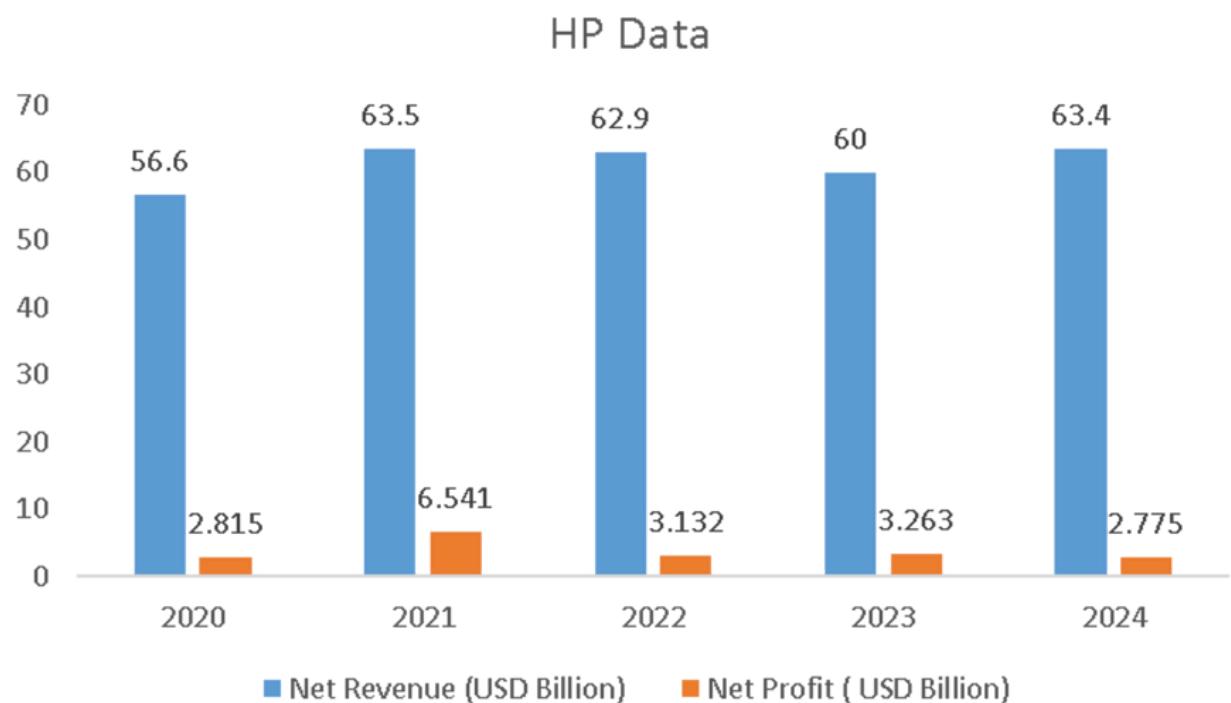
A student-friendly laptop is designed to cater to the academic and personal needs of students, offering a balance between affordability, performance, and portability.

These laptops typically feature lightweight and compact designs for easy mobility, long battery life to support extended study sessions, and efficient processors to handle research, assignments, and multimedia tasks.

Features such as a comfortable keyboard, a good-quality webcam for online classes, and pre-installed educational software further enhance their appeal.

Last 5 Years Data

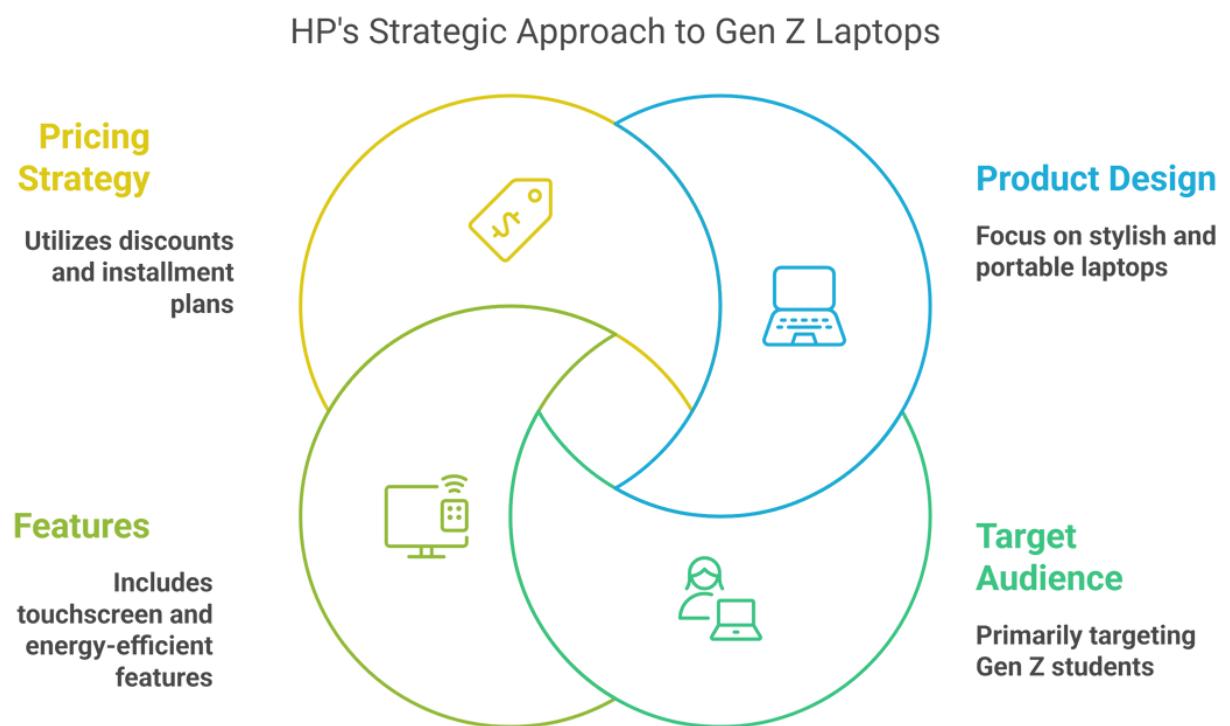
Fiscal Year	Net Revenue (USD Billion)	Net Profit (USD Billion)
2020	56.6	2.815
2021	63.5	6.541
2022	62.9	3.132
2023	60.0	3.263
2024	63.4	2.775



Targeting Strategy

Gen Z-Focused Laptops & Affordability: HP targets students by designing budget-friendly yet stylish laptops like the HP Pavilion and HP Chromebook series, focusing on portability, touchscreen features, and energy efficiency. Their pricing strategy includes back-to-school discounts and affordable installment plans.

Sustainability & Eco-Friendly Positioning: HP differentiates itself by promoting eco-conscious products, such as laptops made from recycled ocean-bound plastics. This appeals to environmentally aware students, a key segment in today's market.

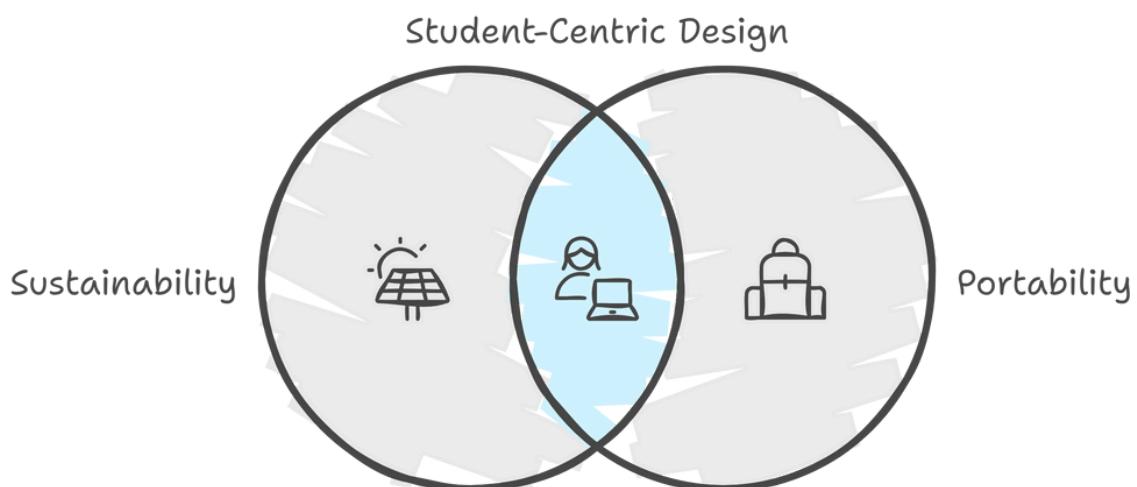


Positioning Strategy

HP takes a student-centric approach by integrating sustainability, portability, and remote learning features into its laptops. HP's Pavilion and Chromebook series are positioned as affordable and lightweight solutions, perfect for students who need all-day battery life and easy mobility for attending classes or studying on the go.

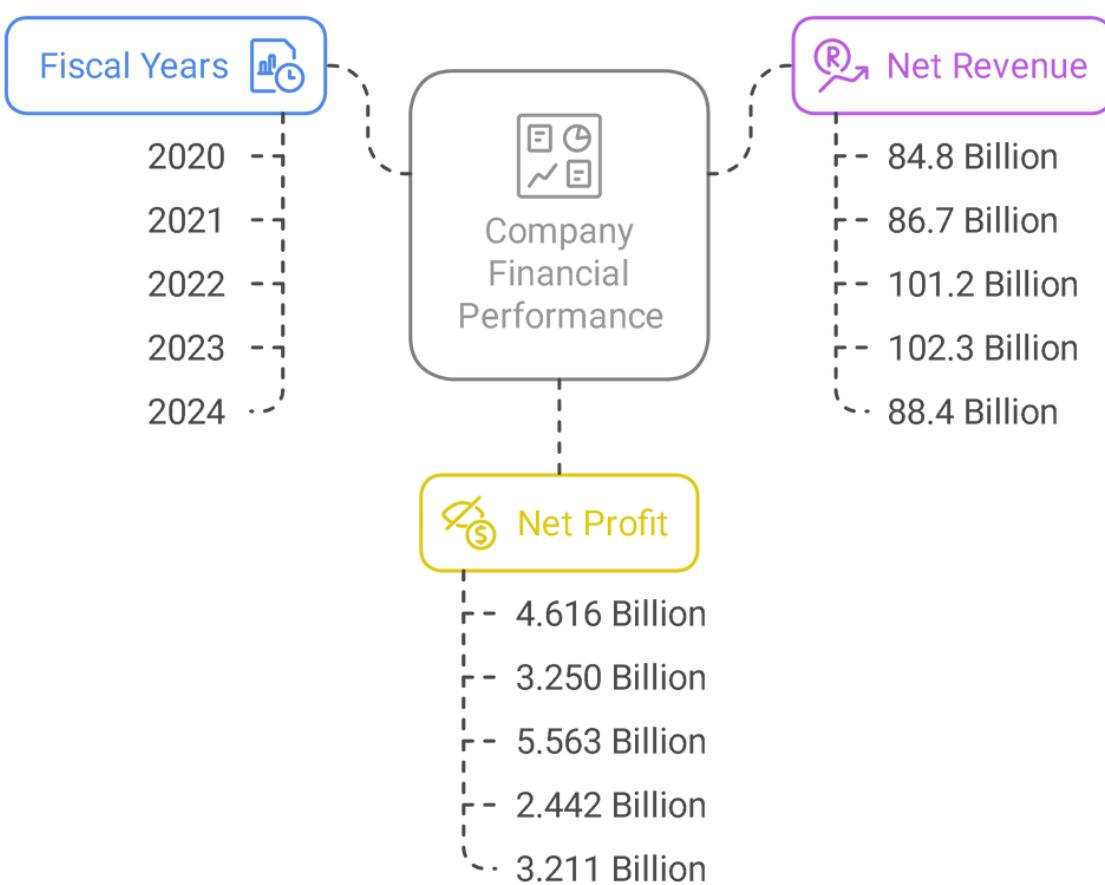
HP also markets its products as eco-friendly choices, appealing to environmentally conscious Gen Z students. Moreover, HP actively promotes remote learning optimization, ensuring its laptops are equipped with high-quality webcams, noise-canceling mics, and seamless connectivity—features essential for online classes and group projects.

Ideal Student Laptops



Last 5 Years Data

Fiscal Year	Net Revenue (USD billion)	Net Profit (USD billion)
2020	84.8	4.616
2021	86.7	3.250
2022	101.2	5.563
2023	102.3	2.442
2024	88.4	3.211



Targeting Strategy

Student Discounts & Education Programs: Dell offers exclusive student discounts and bundled accessories through its Dell Student Purchase Program, making laptops more affordable for students. Additionally, Dell partners with universities to provide customized laptop solutions with pre-installed educational software.

Discounts Program

Dell offers exclusive discounts for students.

Education Partnerships

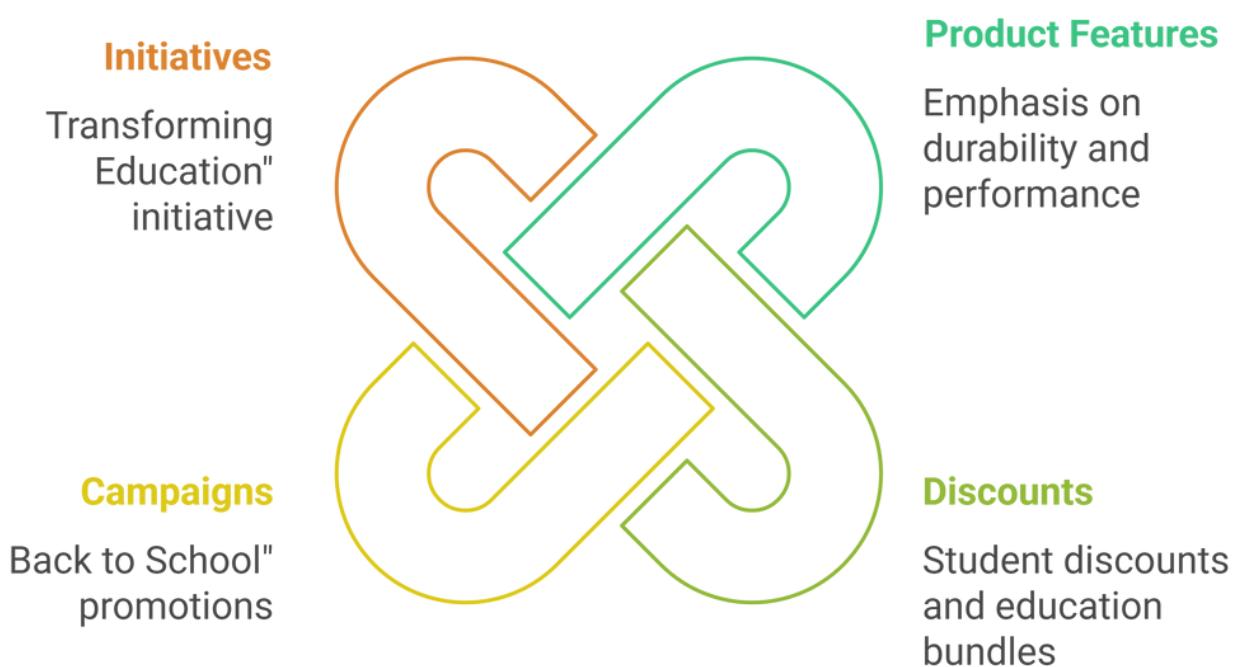
Customized laptop solutions for universities.

Performance & Durability Focus: Dell markets its Inspiron and XPS series as high- performance, long-lasting laptops suitable for engineering, business, and creative students. These devices offer long battery life and military-grade durability, ensuring they withstand daily student use.

Positioning Strategy

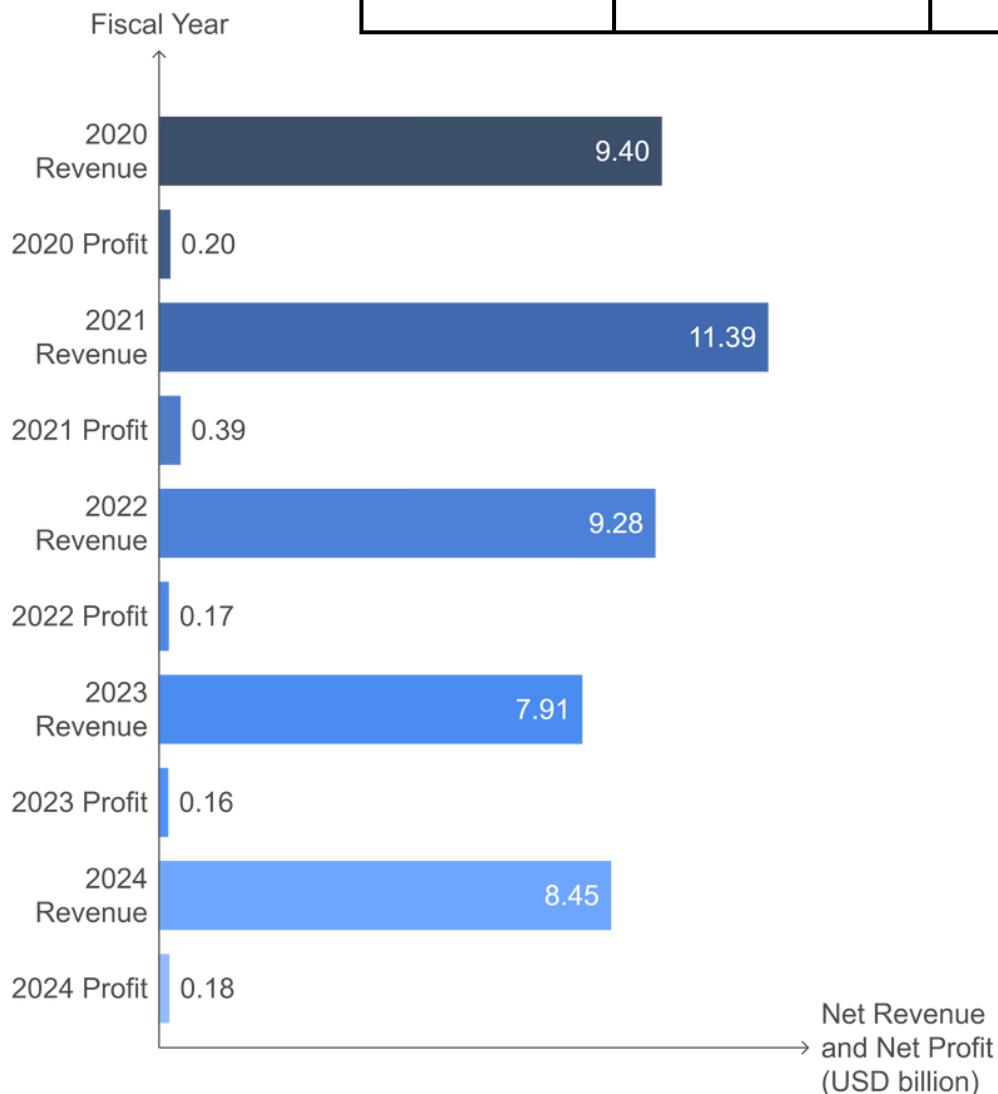
Dell emphasizes durability and high performance, making its Inspiron and XPS series popular among students who require long-lasting, multitasking laptops. Dell also runs "Back to School" campaigns, offering student discounts and exclusive education bundles that include extended warranties and accidental damage protection.

Additionally, Dell highlights the importance of technology in education through its "Transforming Education" initiative, positioning itself as a brand that helps students achieve their academic and creative potential.



Last 5 Years Data

Fiscal Year	Net Revenue (USD billion)	Net Profit (USD billion)
2020	9.40	0.20
2021	11.39	0.39
2022	9.28	0.17
2023	7.91	0.16
2024	8.45	0.18



Targeting Strategy

- **Students & Budget-Conscious Users:** Acer targets students and young professionals looking for affordable yet reliable laptops with its Aspire and Chromebook series. Their focus is on providing budget-friendly options with essential features like good battery life, lightweight design, and moderate processing power for everyday tasks such as studying, browsing, and streaming. Acer's pricing strategy includes student discounts and education-focused bundles, making their products accessible to students with limited budgets.
- **Performance & Portability:** Acer differentiates itself by offering a balance of performance and affordability. Their laptops are designed to handle basic multitasking, online learning, and casual entertainment without compromising portability and battery life.

Positioning Strategy

Acer adopts a student-focused approach by integrating affordability, portability, and essential performance into its Aspire and Chromebook series. Acer's student-friendly laptops are positioned as budget-conscious and practical solutions, perfect for students who need reliable devices for attending online classes, working on assignments, and handling day-to-day tasks.

Acer also emphasizes value for money, ensuring its laptops are lightweight and equipped with student-friendly features like long battery life, high-quality webcams, and easy connectivity. Their combination of affordability and functionality makes Acer a preferred choice for students seeking reliable yet cost-effective laptops.



Affordability

Emphasizes budget-friendly options for students.



Portability

Highlights lightweight and easy-to-carry designs.



Essential Performance

Focuses on reliable performance for academic tasks.



Student-Friendly Features

Includes long battery life and high-quality webcams.

Business Laptop

Designed for professional use, business laptops are built to handle the demands of a corporate environment. They prioritize durability, security, and high performance to support multitasking and business applications.

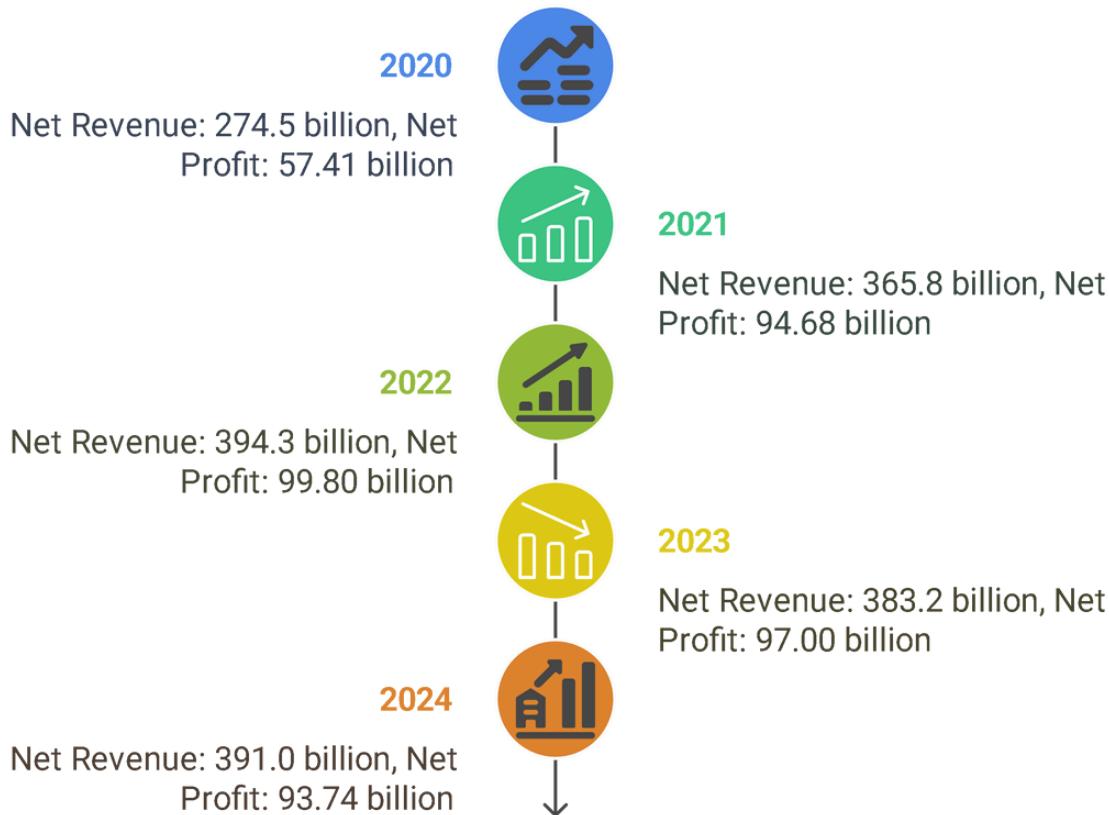
These laptops are equipped with powerful processors, enhanced security features (such as fingerprint sensors and encryption), and long battery life to ensure seamless productivity throughout the workday.

They are often designed with robust build quality and professional aesthetics, making them ideal for business meetings and travel.

Last 5 Years Data

Fiscal Year	Net Revenue (USD billions)	Net Profit (USD billions)
2024	391.04	93.74
2023	383.29	97.00
2022	394.33	99.80
2021	365.82	94.68
2020	274.52	57.41

Financial Performance Trends Over Five Years

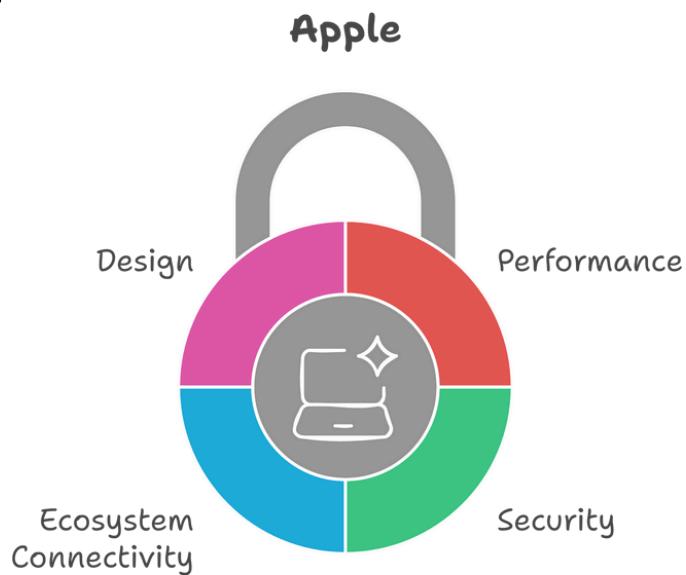


Targeting Strategy

- **Business Professionals & Creative Executives:** Apple targets high-income professionals, corporate leaders, and creative professionals who need powerful, secure, and premium laptops. Their focus is on delivering high-performance devices with top-tier processors (M-series chips) and seamless ecosystem integration (macOS, iCloud). Apple's pricing strategy reflects its premium positioning, targeting professionals who value performance, design, and brand reputation.
- **Seamless Ecosystem & Brand Loyalty:** Apple differentiates itself by offering a seamless experience across devices (iPhone, iPad, and MacBook), making it easier for professionals to work across platforms. Its focus on user experience, security, and creative applications (Final Cut Pro, Logic Pro) strengthens its position among business and creative professionals.

Positioning Strategy

Apple adopts a premium business approach by integrating performance, security, and ecosystem connectivity into its MacBook Pro series. MacBook Pro laptops are positioned as high-end business tools that combine sleek design with powerful processing capabilities, ideal for business and creative professionals who need reliable performance for demanding tasks.

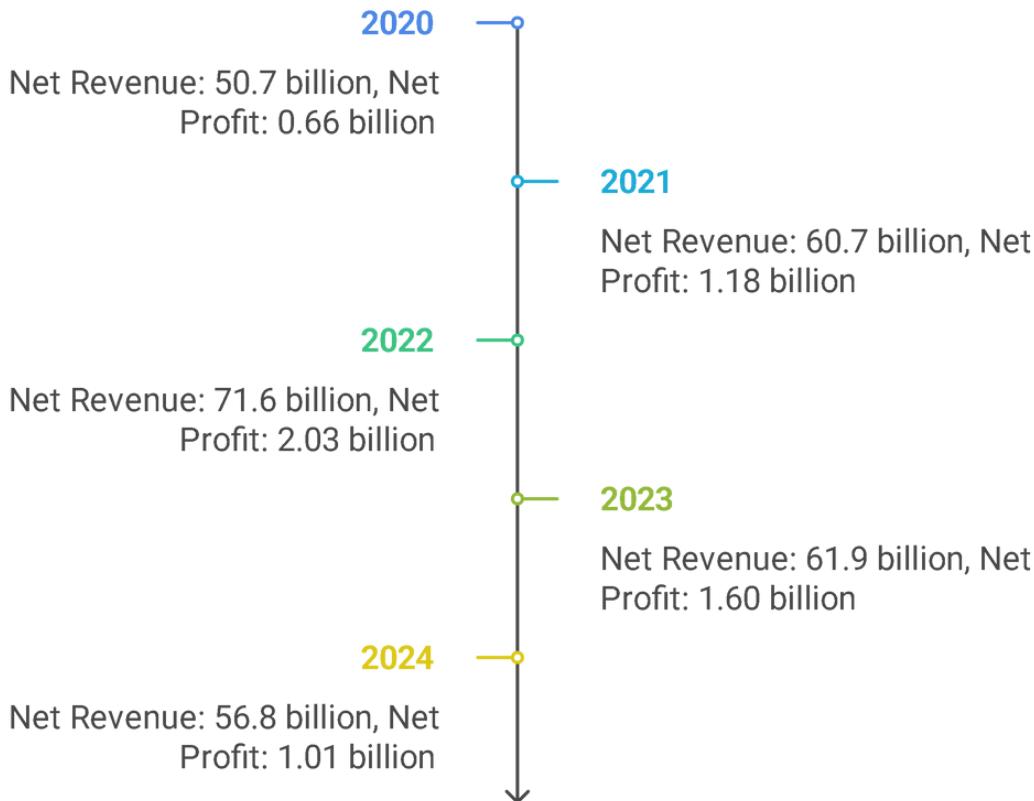


Apple also highlights its security and privacy features (like Touch ID and Apple's secure enclave), reinforcing its image as a secure and high-performance business solution. The premium design and creative-friendly features position MacBook Pro as a status symbol and a performance powerhouse for business professionals.

Last 5 Years Data

Fiscal Year	Net Revenue (USD billions)	Net Profit (USD billions)
2024	56.86	1.01
2023	61.95	1.60
2022	71.62	2.03
2021	60.74	1.18
2020	50.72	0.66

Financial Growth Journey from 2020 to 2024



Targeting Strategy

- **Corporate Executives & Enterprise Clients:** Lenovo targets mid-to-high income business professionals, IT departments, and corporate clients with its ThinkPad series. Their focus is on providing secure, durable, and high-performance laptops that can handle heavy workloads and business applications. Lenovo's strategy includes volume discounts for corporate clients and flexible financing options for large-scale business contracts.
- **Durability & Security:** Lenovo differentiates itself by offering military-grade durability and enterprise-level security (such as fingerprint readers, encryption, and TPM chips). The ThinkPad series is tailored for professionals who require reliability and security for business operations.

Target Audience

Lenovo targets business professionals and IT departments.



Product Features

Focus on durability and security for business use.



Positioning Stratgey

Lenovo adopts a business-focused approach by integrating security, durability, and professional performance into its ThinkPad series. ThinkPad laptops are positioned as secure and reliable business solutions designed to withstand the rigors of professional use while offering strong performance for business applications.

Lenovo also emphasizes IT manageability and enterprise-level compatibility, ensuring that its laptops are easy to integrate into corporate networks and business systems. The combination of rugged build quality and strong security features reinforces Lenovo's position as a trusted brand for business professionals and enterprise clients.



Security

ThinkPad laptops prioritize security for business users.



Durability

Designed to endure the demands of professional use.



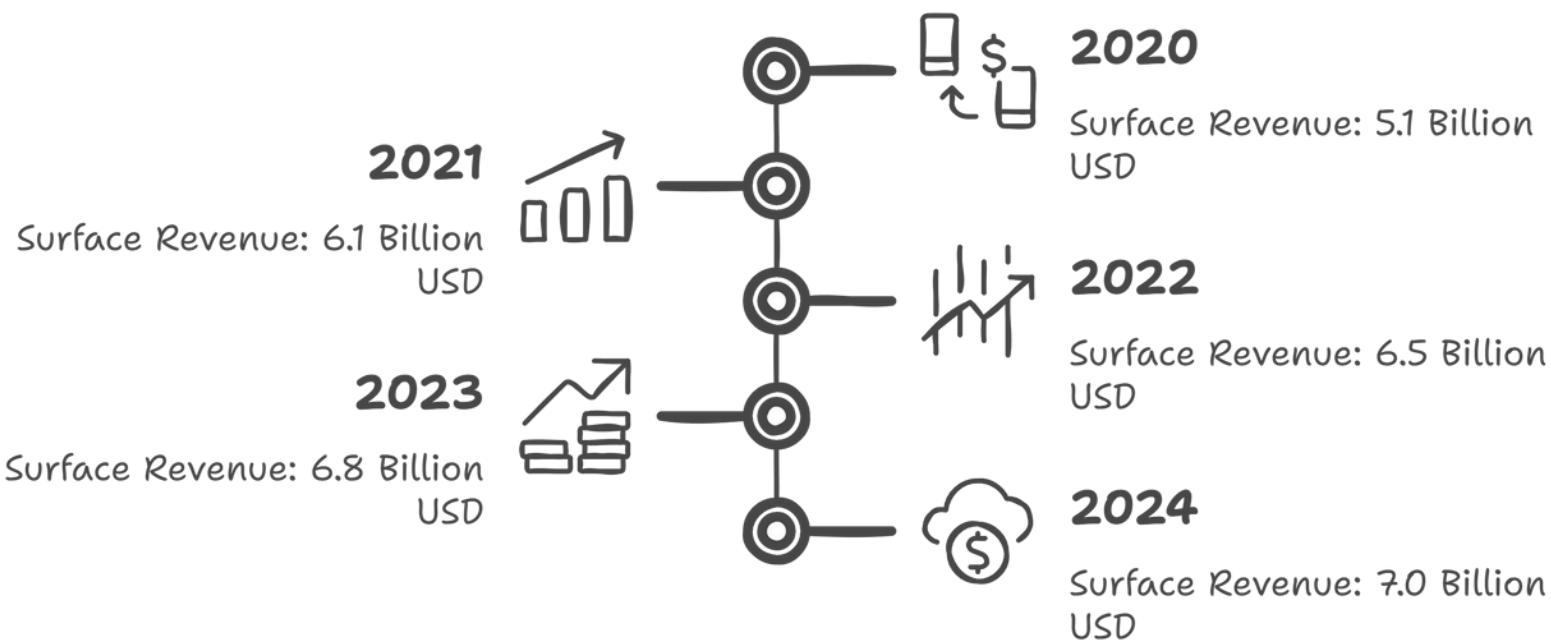
Performance

Offers strong performance for business applications.

Microsoft Surface

Last 5 Years Data

Fiscal Year	Surface Revenue (USD Billion)	Estimated Net Profit (USD Billion) at 20% Margin
2020	5.1	1.02
2021	6.1	1.22
2022	6.5	1.30
2023	6.8	1.36
2024	7.0	1.40



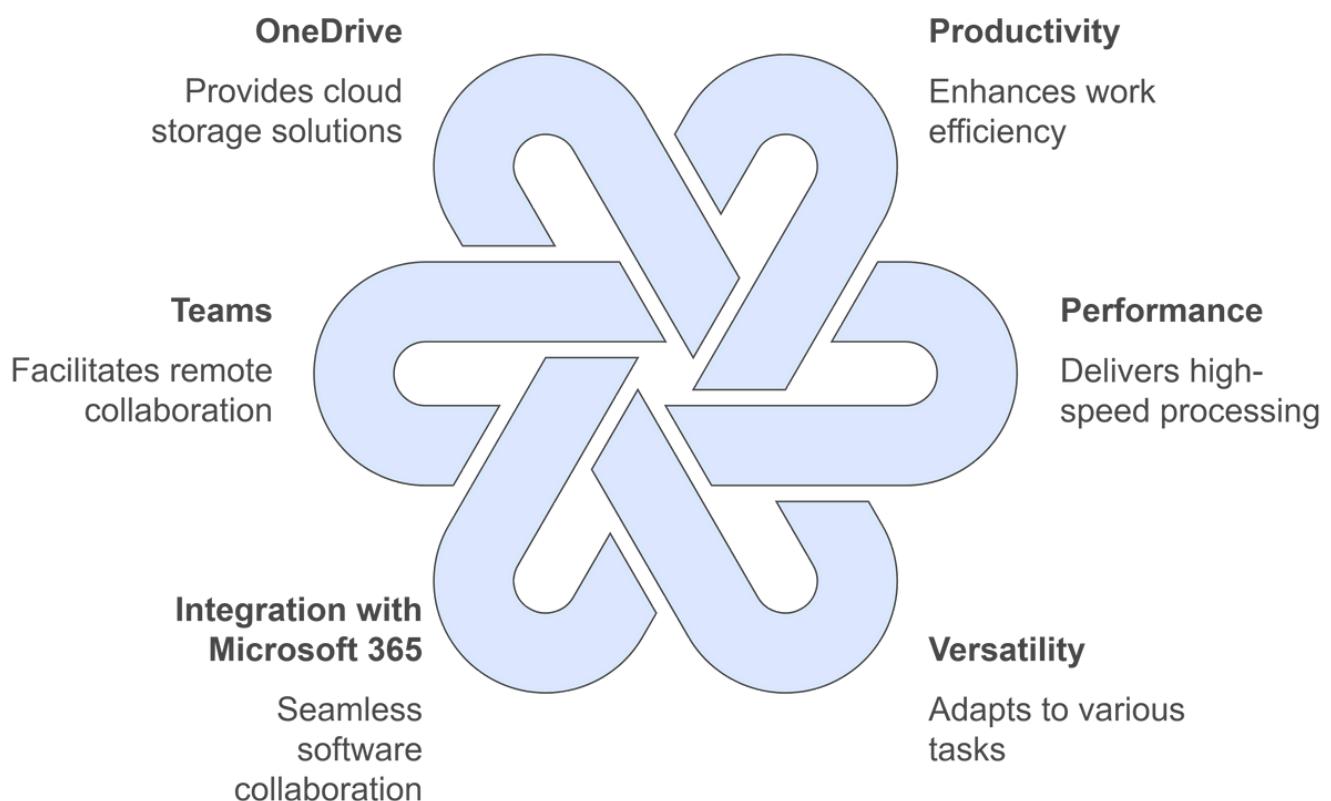
Targeting Strategy

- **Business Professionals & Corporate Executives:** Microsoft targets high-income professionals, business executives, and corporate clients with its Surface series. Their focus is on delivering lightweight, high-performance laptops that integrate seamlessly with the Microsoft ecosystem (Windows, Office 365, Teams). Microsoft's pricing strategy includes business packages, enterprise contracts, and subscription-based models, appealing to professionals seeking flexible and scalable solutions.
- **Productivity & Flexibility:** Microsoft differentiates itself by combining the portability of a tablet with the performance of a laptop. The Surface series offers touchscreen functionality, stylus support, and convertible designs, making it ideal for business professionals who need versatility for presentations, note-taking, and remote work.

Positioning Strategy

Microsoft adopts a business-centric approach by integrating productivity, performance, and versatility into its Surface series. Surface laptops are positioned as premium business tools designed for modern professionals who need to balance office work, remote collaboration, and creative tasks.

Microsoft also highlights seamless integration with Microsoft 365, Teams, and OneDrive, reinforcing its position as a business productivity powerhouse. The combination of lightweight design, touchscreen functionality, and strong processing capabilities makes the Surface series ideal for professionals who value flexibility and high performance in business environments.



Gaming Laptop

Designed for high-performance gaming, these laptops are built to deliver an immersive gaming experience. They are equipped with powerful processors (such as Intel Core i9 and AMD Ryzen), dedicated graphics cards (like NVIDIA GeForce RTX), and high refresh rate displays (120Hz to 360Hz) for smooth and responsive gameplay.

Advanced cooling systems ensure optimal performance under heavy workloads, while customizable RGB lighting and premium audio enhance the overall gaming experience. These laptops are tailored for competitive gaming, live streaming, and graphics-intensive tasks.



Advanced Cooling Systems

Ensures optimal performance under heavy workloads



Customizable RGB Lighting

Allows personalization of the laptop's aesthetic

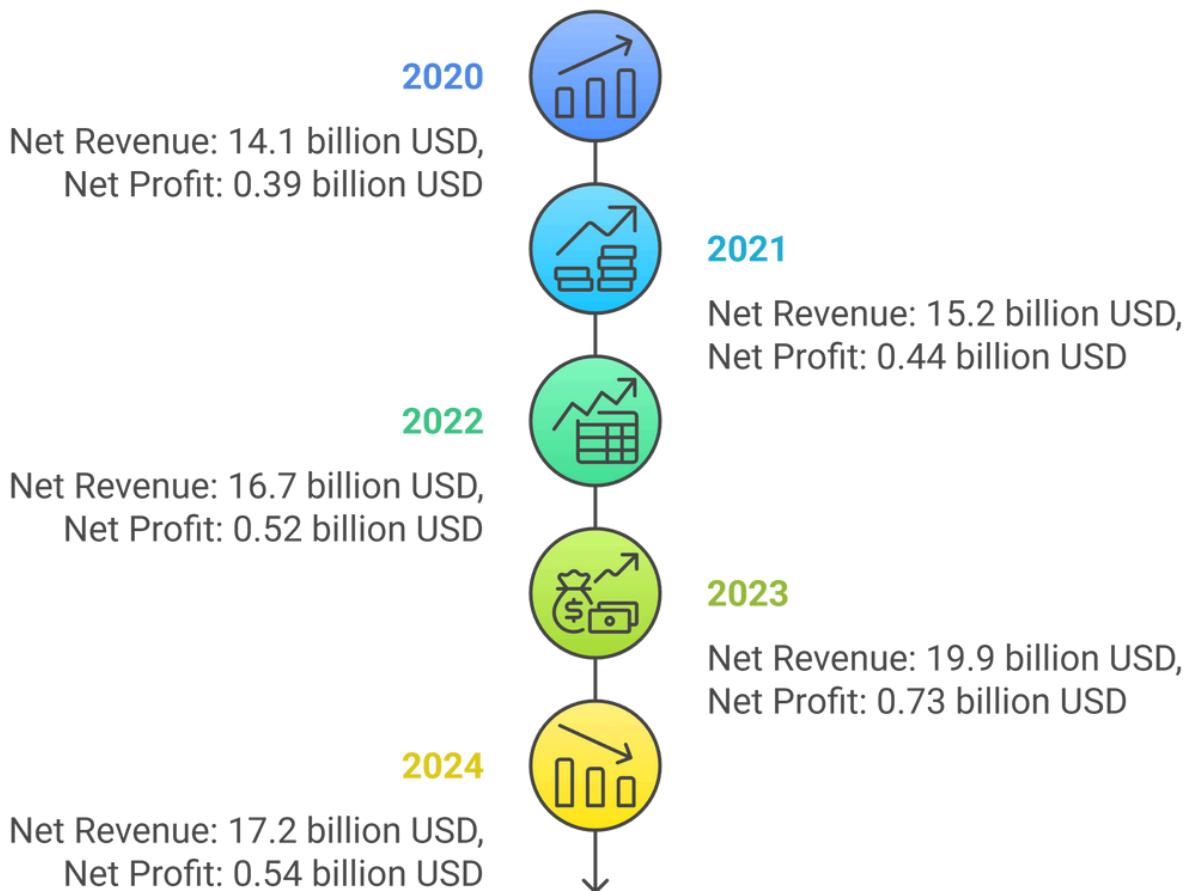


Premium Audio

Provides high-quality sound for an immersive experience

Last 5 Years Data

Fiscal Year	Net Revenue (USD billions)	Net Profit (USD billions)
2024	17.2	0.54
2023	19.9	0.73
2022	16.7	0.52
2021	15.2	0.44
2020	14.1	0.39



Targeting Strategy

- **Hardcore Gamers & Esports Professionals:** ASUS targets high-performance gamers, esports professionals, and streamers with its ROG (Republic of Gamers) series. Their focus is on delivering top-tier graphics, high refresh rate displays, and advanced cooling systems. ASUS's pricing strategy targets mid-to-high income gamers who prioritize performance and premium build quality, including partnerships with gaming events and esports teams.
- **Performance & Customization:** ASUS differentiates itself by offering powerful processors (Intel and AMD), dedicated graphics cards (NVIDIA GeForce RTX), and customizable RGB lighting. Their ROG laptops are designed for intense gaming sessions with features like overclocking, high refresh rates, and enhanced audio.

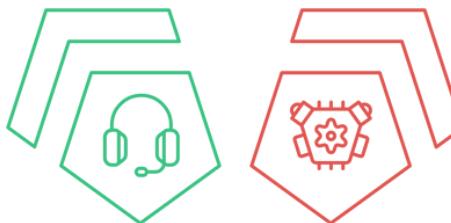
Positioning Strategy

ASUS adopts a gamer-focused approach by integrating performance, graphics, and customization into its ROG series. ROG laptops are positioned as high-performance gaming machines built to handle demanding AAA titles and competitive gaming.

ASUS also emphasizes cooling technology (ROG Intelligent Cooling), ensuring that laptops maintain peak performance under heavy workloads. The aggressive design, customizable RGB lighting, and esports branding reinforce ROG's position as a preferred choice for serious gamers.

Design & Branding

Aggressive aesthetics and esports branding appeal.



Performance

High-performance components designed to handle demanding games.

Cooling Technology

Innovative cooling systems to maintain optimal performance.



Graphics

Advanced graphics capabilities for stunning visual experiences.

Customization

Features like RGB lighting for personalized gaming setups.

Micro Star International (MSI)

Last 5 Years Data

Fiscal Year	Net Revenue (USD billions)	Net Profit (USD billions)
2024	5.47	0.30
2023	6.06	0.34
2022	5.22	0.26
2021	4.80	0.22
2020	4.39	0.18

2020

Net Revenue: 4.39 billion USD, Net Profit: 0.18 billion USD

2021

2021

Net Revenue: 4.80 billion USD, Net Profit: 0.22 billion USD

2023

Net Revenue: 6.06 billion USD, Net Profit: 0.34 billion USD

2022

Net Revenue: 5.22 billion USD, Net Profit: 0.26 billion USD

2024

Net Revenue: 5.47 billion USD, Net Profit: 0.30 billion USD



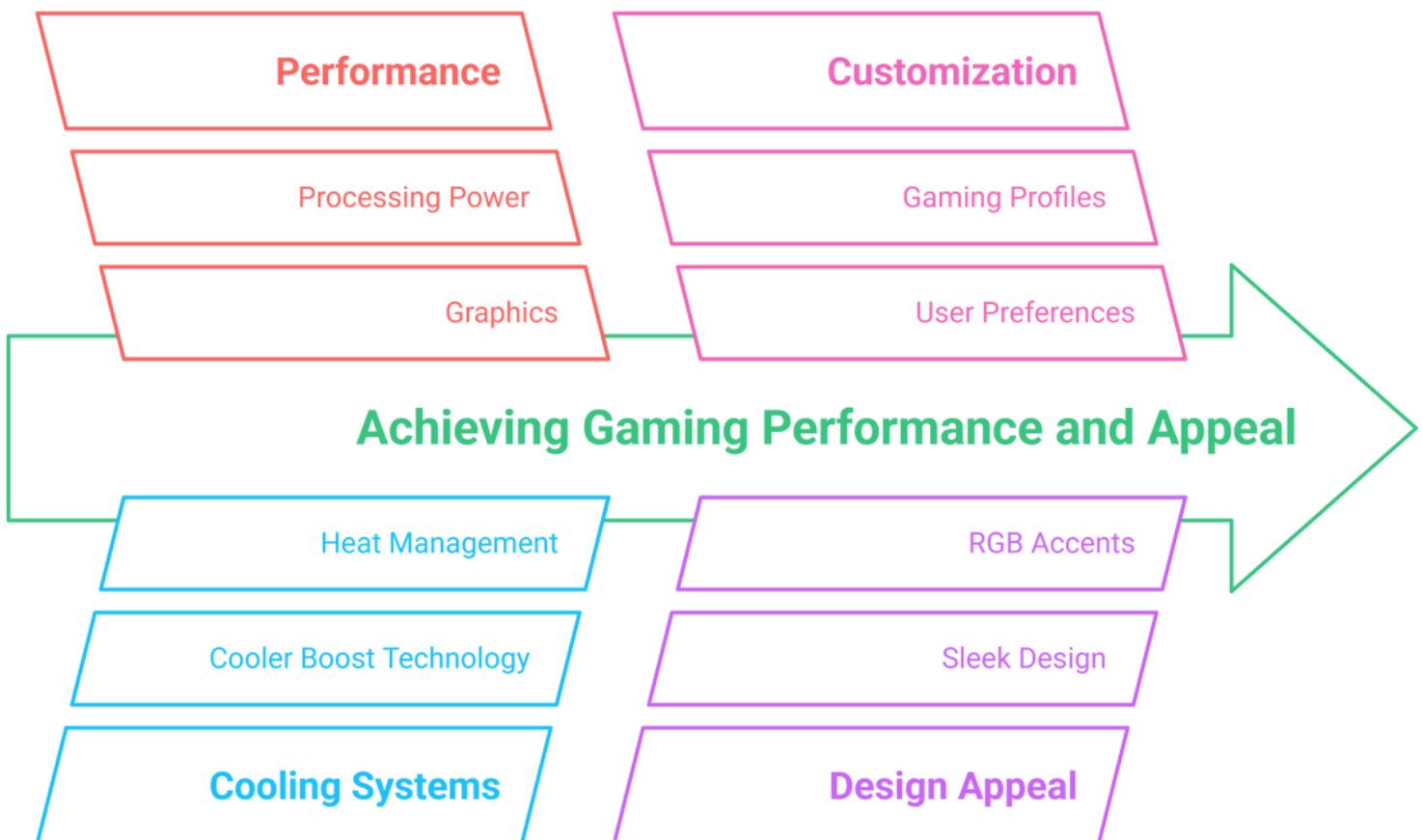
Targeting Strategy

- **Professional Gamers & Content Creators:** MSI targets high-income professional gamers, streamers, and content creators with its GE Raider series. Their focus is on delivering cutting-edge graphics, fast processing speeds, and premium displays. MSI's pricing strategy reflects its premium positioning, targeting gamers willing to invest in high-performance machines.
- **Advanced Cooling & High Refresh Rates:** MSI differentiates itself with powerful GPU and CPU combinations (NVIDIA RTX series, Intel Core i9), along with high refresh rate displays (up to 240Hz). Their Raider series is designed to handle heavy multitasking, live streaming, and competitive gaming.

Positioning Strategy

MSI adopts a performance-focused approach by integrating graphics, processing power, and display quality into its GE Raider series. GE Raider laptops are positioned as high-end gaming machines designed for competitive and professional gaming.

MSI also highlights its advanced cooling systems (Cooler Boost Technology) and customizable gaming profiles, reinforcing its image as a reliable and powerful brand for professional gamers. The sleek design and RGB accents enhance its appeal among esports and gaming communities.



Last 5 Years Data

Fiscal Year	Net Revenue (USD billions)	Net Profit (USD billions)
2024	2.21	0.64
2023	1.89	0.43
2022	1.61	0.32
2021	1.62	0.38
2020	1.21	0.18

2020

2021

2022

2023

2024



Net Revenue: 1.21 billion USD, Net Profit: 0.18 billion USD



Net Revenue: 1.62 billion USD, Net Profit: 0.38 billion USD



Net Revenue: 1.61 billion USD, Net Profit: 0.32 billion USD



Net Revenue: 1.89 billion USD, Net Profit: 0.43 billion USD



Net Revenue: 2.21 billion USD, Net Profit: 0.64 billion USD

Targeting Strategy

- **Premium Gamers & Creative Professionals:** Razer targets high-income gamers and creative professionals with its Blade series. Their focus is on delivering ultra-slim, high-performance laptops with premium build quality and cutting-edge graphics. Razer's pricing strategy positions the Blade series as a luxury product for elite gamers and professionals.
- **Design & Performance:** Razer differentiates itself with sleek, minimalist designs combined with powerful hardware (NVIDIA RTX series, Intel/AMD processors) and high refresh rate displays. Their Blade series is designed to balance gaming performance with professional-level multitasking.

Positioning Strategy

Razer adopts a luxury gaming approach by combining performance, design, and portability in its Blade series. Blade laptops are positioned as premium gaming and creative tools ideal for gamers and professionals seeking top-tier performance and aesthetics.

Razer also emphasizes its Chroma RGB lighting and precision-crafted aluminum chassis, reinforcing its status as a luxury brand in the gaming market. The combination of performance, design, and portability makes Razer Blade a preferred choice for elite gamers and creative professionals.

