



Impact of COVID-19 on the Personal Computer (PC) Industry

Client

A leading global PC Manufacturer

Industry

Technology

BUSINESS REQUIREMENT

The client wanted to understand the impact of the COVID-19 pandemic on the PC market to inform their future strategy.

They wanted to understand changes in customer behavior and perspectives and key themes emerging around PC usage globally.

DATA SOURCES AND METHOD

- Comprehensive Secondary Research - including publically available information and other research material owned and shared by the client.

- ✔ Social Media Listening
- ✔ Search Analytics

RESEARCH PROCESS

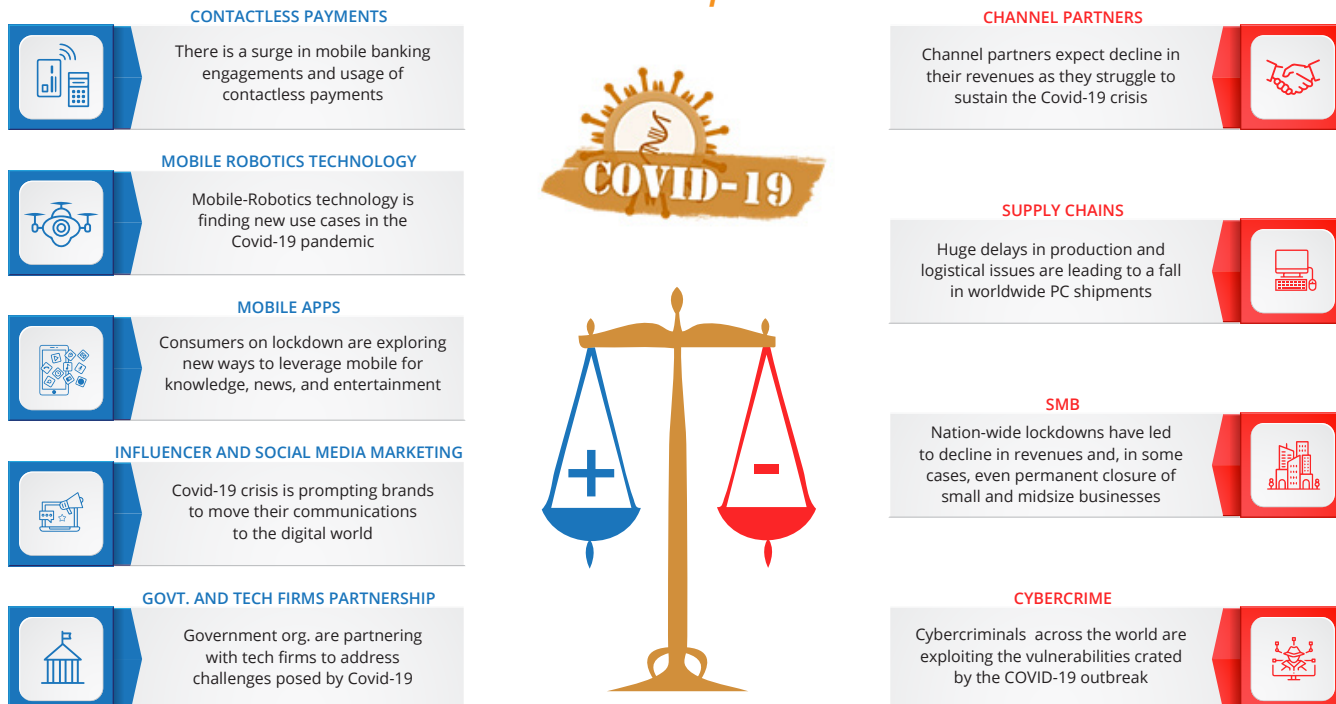
- ✔ To understand the impact of the COVID-19 pandemic on different PC vendors, Shipments data, e-Commerce Sales data, and future predictions data for the PC market was extracted from Gartner, IDC, and Canalys websites.
- ✔ Search trends culled via 'Google Trends' and Course5's 'Social Media Analytics' solution were utilized to understand the interest in different form factors of PCs among consumers, before and during the pandemic.
- ✔ Data on market trends such around *percent change in pricing, shift in priorities, and rise in usage of contactless payments* were gathered from popular technology websites, and surveys were conducted by reliable vendors such as Adobe and Capgemini.

KEY INSIGHTS

- ✔ There has been a temporary rise in the demand for PCs/PC accessories after lockdown enforcement across major markets. However, the growth for PC market is expected to shrink by 8% to 12% for FY'21.
- ✔ E-Commerce sales of electronics and computer products have seen a major upswing; and even after "things get back to normal" these gains made by the digital channels are likely to not go away.
- ✔ Before the pandemic, 'class' (prestige) associated with a brand/model featured prominently in conversations around devices. Now, the conversations have shifted towards 'new laptop' to meet various needs in general.
- ✔ Functionalities such as better camera, sound quality, powerful machine and gaming ability have got accentuated in consumer conversations.

SNAPSHOTS FROM THE REPORT

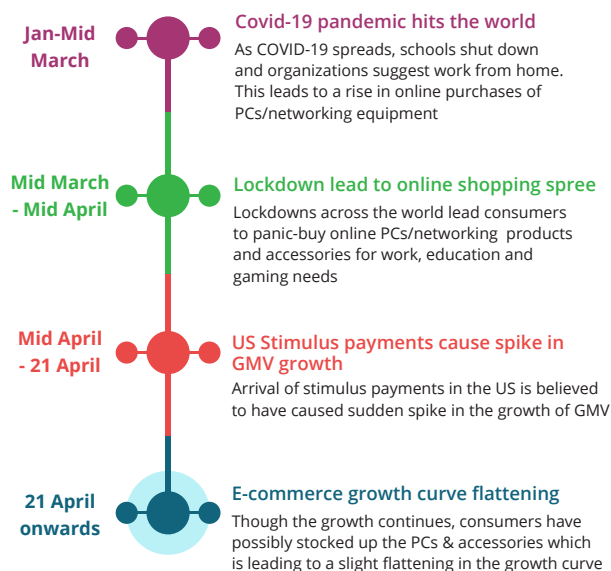
Key trends for PC / Technology Industry surfacing during the COVID-19 pandemic



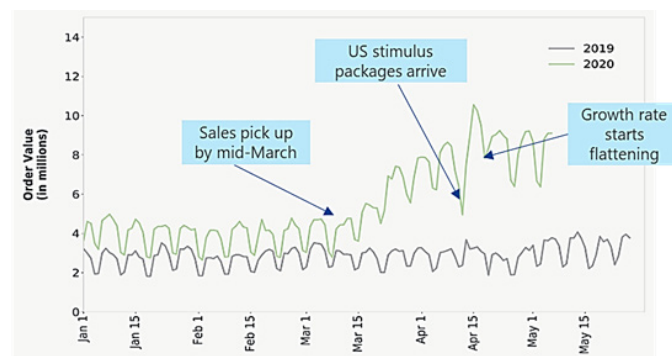
Impact of COVID-19 pandemic on e-Commerce PC / Electronics sales

E-commerce PC sales picked up in mid-March 2020, driven by panic buying of necessary computing equipment and accessories. Sales slowed down by mid-May 2020 as consumers had likely stocked the necessary equipment. However, sales are still faring better compared to the same period in 2019.

Timeline of Covid-19 impact on e-commerce '20 (Computers/Networking)



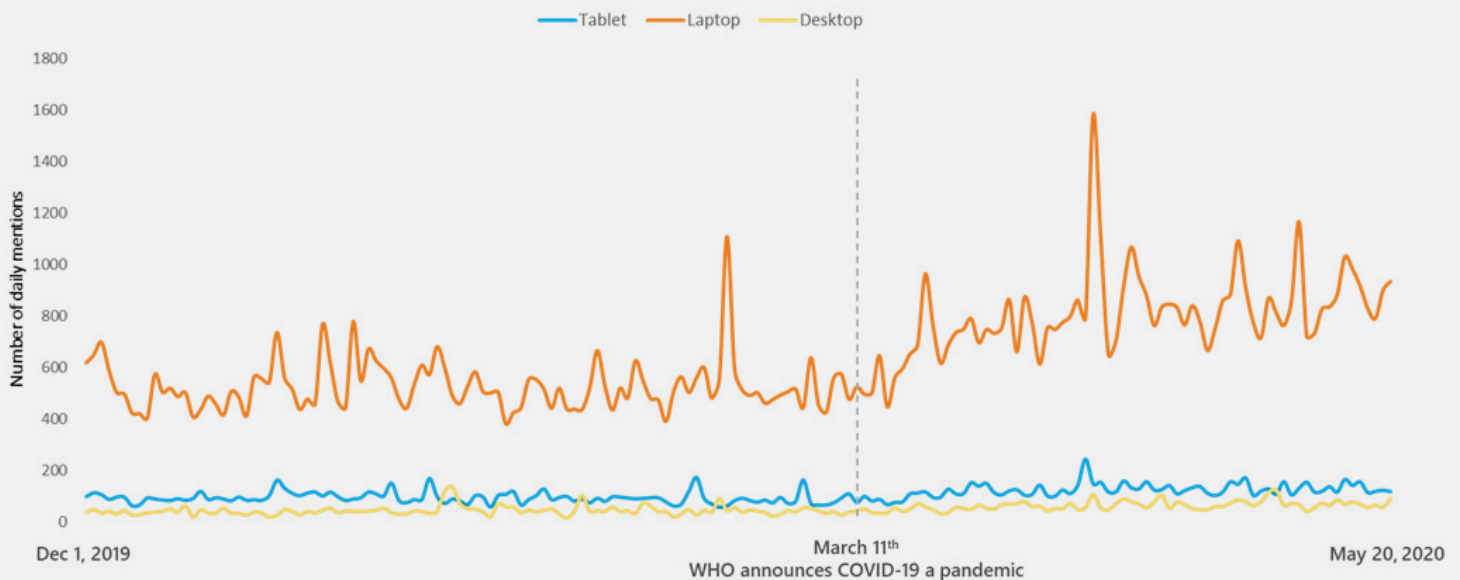
Ecommerce Sales (Electronics Industry) as of May 1st Week



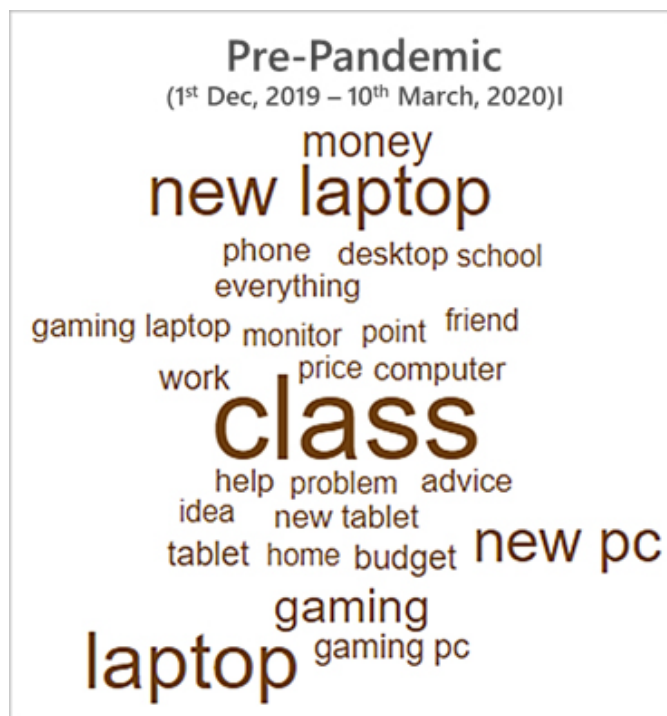
- The Electronics e-commerce sales trend complements the sales trend of Computer/Networking – a sub-segment of Electronics
- Electronics e-commerce sales in 2020 are much higher than sales during the same months in 2019

SNAPSHOTS FROM THE REPORT

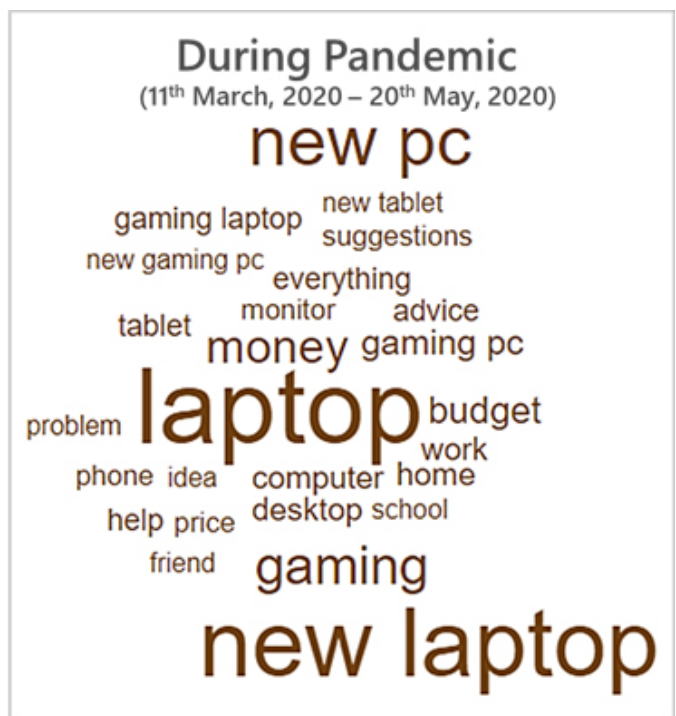
Purchase intent expressed on social media for various form factors of PCs



Themes from comments expressing purchase intent for PCs (Laptops, Desktops and Tablets) on social media



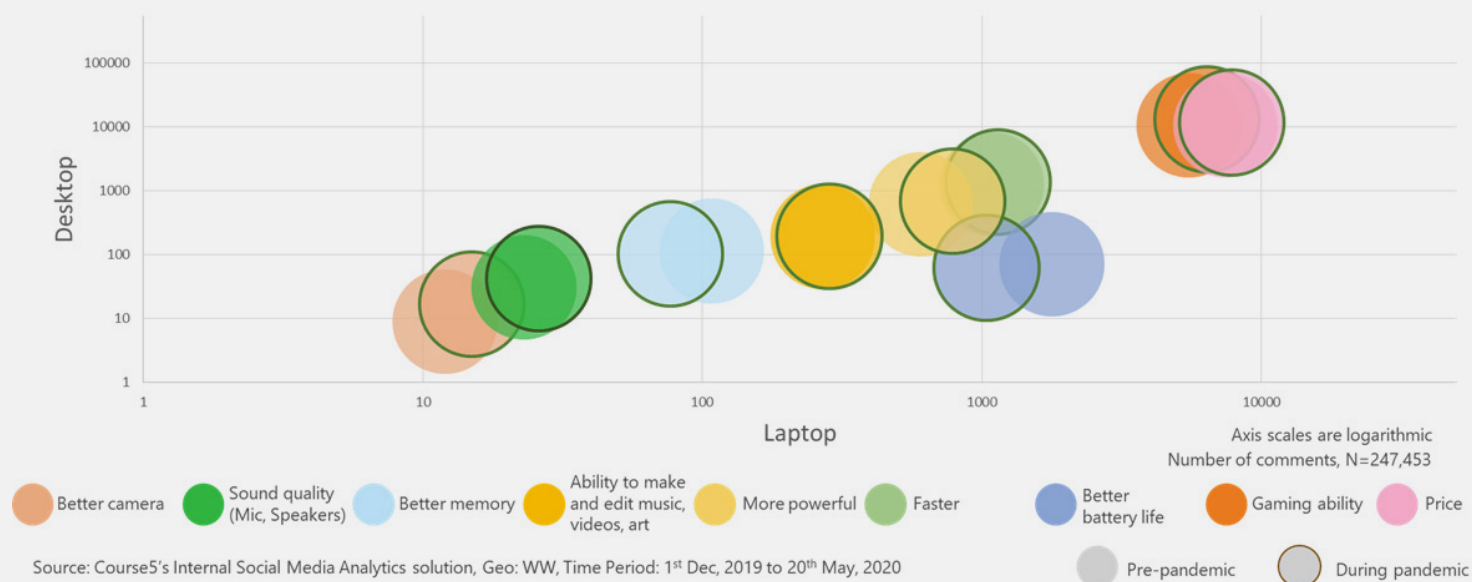
Number of comments, N=132,708



Number of comments, N=132,612

SNAPSHOTS FROM THE REPORT

Mentions of attributes and functional needs pre- and during the pandemic - desktop vs laptop



BUSINESS IMPACT

The insights provided by Course Intelligence provided the client with an understanding of the pulse of PC consumers and emerging market trends as the Coronavirus pandemic continued to spread.

The insights on specific topics informed the client's global production, sales, and marketing strategy in the pandemic-affected business landscape.



About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.