Netbooks and CULV Laptops: Stars of the Future?

By Matthew Wilkins, Principal Analyst and Peter Lin, Senior Analyst

Forecast:

Frequency, Time Period:

- 5-year annual

Measures

- Unit Shipments (Thousand)
- Growth Rates (Percentage)
- Penetration (Percentage)

Regions, Markets

- Worldwide

Applications/Products Covered

- Notebook PCs
- Netbooks
- CULV Notebooks
- Consumer Ultra-low Voltage Notebooks
- Desktop PCs
- Microprocessors
- Ultra-low Voltage Microprocessors
- Memory

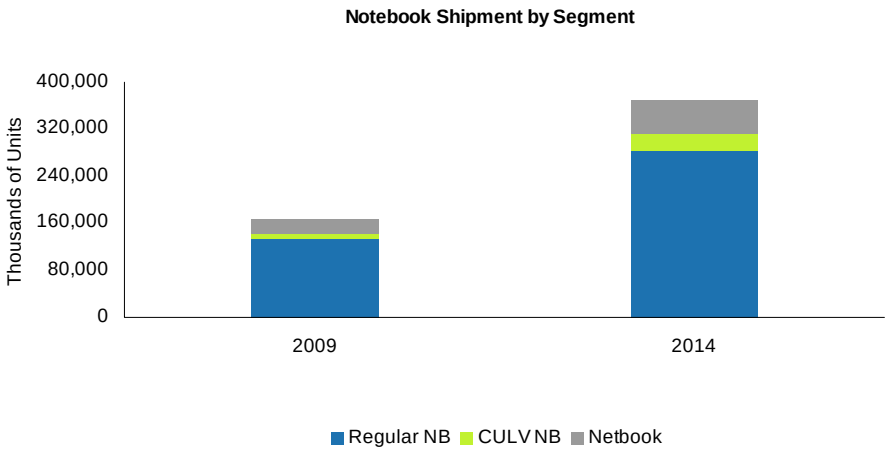
Technologies Covered

- Microprocessors
- Ultra-low Voltage Microprocessors
- Memory
- Battery Life

Despite the worldwide recession, strong enthusiasm remains for Notebook PCs, resulting in iSuppli's unit shipment growth forecast of 20% in 2009. In fact, even during the worst economic downturn since the U.S. Great Depression, Notebook PC sales managed to generate growth each quarter every time compared to the same period a year earlier. Netbooks were critical in driving the growth of Notebook PCs, and the emergence of CULV notebooks with sleek form factors spurred expansion of this segment as well.

As the price delta is very close between regular-value Notebook PC platforms and Netbooks, PC buyers might consider sacrificing some performance to get an increasingly mobile and slightly lower-cost Netbook. Such a trend will also result in potential cannibalization, as shown by Netbook shipments growing much faster than those of regular-value or mainstream Notebooks for the past two years. To ease the destructive effects of cannibalization posed by lower-cost Netbooks—which will result in lower revenues for the industry—Intel launched the CULV Notebook segment to provide notebooks with sleek form factors at mainstream prices.

Nonetheless, the question must be raised: Given the ongoing cannibalization occurring among the three major Notebook PC segments, are Netbooks and CULV Laptops still the stars of the future?



Critical Questions Answered

- What is a Netbook/CULV Notebook?
- Who are the key semiconductor suppliers to the Netbook/CULV Notebook segment?
- Who are the key system OEM suppliers to the Netbook/CULV Notebook segment?
- Who are the key ODM/EMS suppliers to the Netbook/CULV Notebook segment?
- What is the shipment forecast for the Netbook and CULV Notebook segment?
- What are the key issues for the Netbook and CULV Notebook segment?

Who Should Read This?

- PC OEMs, ODMs, EMS, Software Developers
  - Planning
  - Procurement
  - Engineering
- PC OEMs, ODMs, EMS, Software Developers, Component Suppliers
  - Strategic Marketing
  - Strategic Planning
- Financial Community
- Telecom Operators

1700 E. Walnut Avenue El Segundo CA 90245 | Telephone +1.310.524.4007 | Email: info@isuppli.com

Lead Analyst

Matthew Wilkins, Principal Analyst

Matt is a principal analyst for iSuppli covering compute platforms in the application markets practice. Matt manages not only iSuppli's compute platforms research but also the Computer Systems Cost Analyzer (CSCA)—a cost modeling tool for the PC platform. Prior to iSuppli, Matt was a research analyst at Gartner in the product research division, where he covered the compute platforms application markets. Most recently he managed tactical research focusing on the desktop and notebook PC markets, and was one of the lead analysts covering the technical workstation market. Prior to Gartner, Matt was responsible for custom research projects at the IT market research division of McGraw-Hill.

Matt holds a BSc Degree in Design Technology and Business from the University of Plymouth, Devon, England.

Peter Lin, Senior Analyst

Peter is a senior analyst for iSuppli covering compute platforms in the application markets practice. Prior to iSuppli, Peter served as a procurement manager at Lenovo, where he was responsible for sourcing DRAM and electronics products as well as benchmarking key component prices. Peter also served as an industry analyst at Taiwan's Market Intelligence Center, (MIC) where he was responsible for research on enterprise storage, servers, desktop PCs, e-business, and IPO procurement.

Peter earned a Bachelor of Business Administration from National Taiwan University and an MBA from National Chengchi University.

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