The device market is expected to increase by 8.1% in 2021 to 2,114M units. The PC/Ultramobile/Chrome market is now expected to see a growth of 13.1% in 2021; the phone market is expected to see a growth of 7.4% in 2021.

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Overview

As countries attempt to move through and then beyond the COVID-19 pandemic in 2021 and 2022, demand for all types of devices remains strong, despite component shortages. Component shortages have resulted in damping supply and average selling prices increasing — resulting in all device dollar end-user spending increasing by 15.6% compared to unit increases of 8.1% in 2021.

The overall device market is expected to be slightly worse than the previous forecast with an increase in units by 8.1% in 2021 compared to 8.6% in the previous iteration. The laptop market (notebook, ultramobile premium and Chromebook) is expected to continue to grow by 17.3% in 2021, after a 28.3% increase in 2020. On the contrary, the desk-based PC market which declined by 20.3% in 2020, is expected to see a slight increase of 1.1% in 2021. The phone market has suffered the most with a decline of 15.1% in 2020 before seeing an upside of 7.4% in 2021, with users replacing phones that were held onto in 2020.
In 2021, the market is seeing the benefits of work from home and education spend especially in the U.S. and across Western Europe. This results in both consumers and business demand being equally strong, with a very strong laptop vs. desk-based PC demand. Combining Chromebooks and the PC market for 2021 shows a growth of 13.1% to 349M units. Overall business PC demand remains strong through 2021, even as backlogs increase due to component shortage. Gartner is seeing digital transformation strategies being used to upgrade PCs or buy new PCs. Tactical government spending that has sustained PC spending will decline and move to long-term strategic spending on creating digital education environments.

The phone market is the weakest, with demand resulting in a juxtaposition of the most used device by users being least likely to be replaced in 2020. Delayed replacements and availability of 5G phones will boost buying, but volumes in 2022 will still remain 4.0% below than in 2019.

**Document Revision History**

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Forecast: PCs, Ultramobiles and Mobile Phones, Worldwide, 2011-2018, 3Q14 Update - 16 September 2014


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Forecast: Desk-Based PCs, Notebooks, Ultramobiles and Tablets, Worldwide, 2011-2017, 3Q13 Update - 13 September 2013


Forecast: Desk-Based PCs, Notebooks, Ultramobiles and Tablets, Worldwide, 2010-2017, 1Q13 Update - 20 March 2013

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Forecast: Desk-Based PCs, Notebooks, Ultramobiles and Tablets, Worldwide, 2010-2016, 3Q12 Update - 18 September 2012

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**Recommended by the Authors**

Some documents may not be available as part of your current Gartner subscription.

- Scenarios for the Devices and Wearables Marketplace, 2021
- Forecast Analysis: Remote and Hybrid Workers, Worldwide
- Market Definitions and Methodology: PCs, Ultramobiles and Mobile Phones