China Monthly Personal Computing Device Tracker: Sales-Out

With the competition in the China PCD market becoming more intense, vendors are trying to understand the PC market in a timely manner in an attempt to maximize market opportunities and grow revenue. As a result, vendors are constantly looking to identify and track the rapidly developing sellout where it is more important to them. These vendors also need to know the competitive rankings of their counterparts in sellout on a monthly basis to plan their go-to-market strategies in a timely manner. IDC's *China Monthly Personal Computing Device Tracker: Sales-Out®* is designed to help IT vendors that are targeting the large and growing China market. The product offers timely and critical intelligence to aid in strategic and tactical planning to compete effectively in China, which is one of the fastest-growing PCD markets in the world.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments, revenue, and so forth.

Core coverage:

- Product Category
- Product
- Model Name
- Channel Category
- Price band
- Processor Vendor

Geographic Scope

- PRC (1)

Data Deliverables

This tracker is delivered on a monthly basis via email. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- Historical data

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