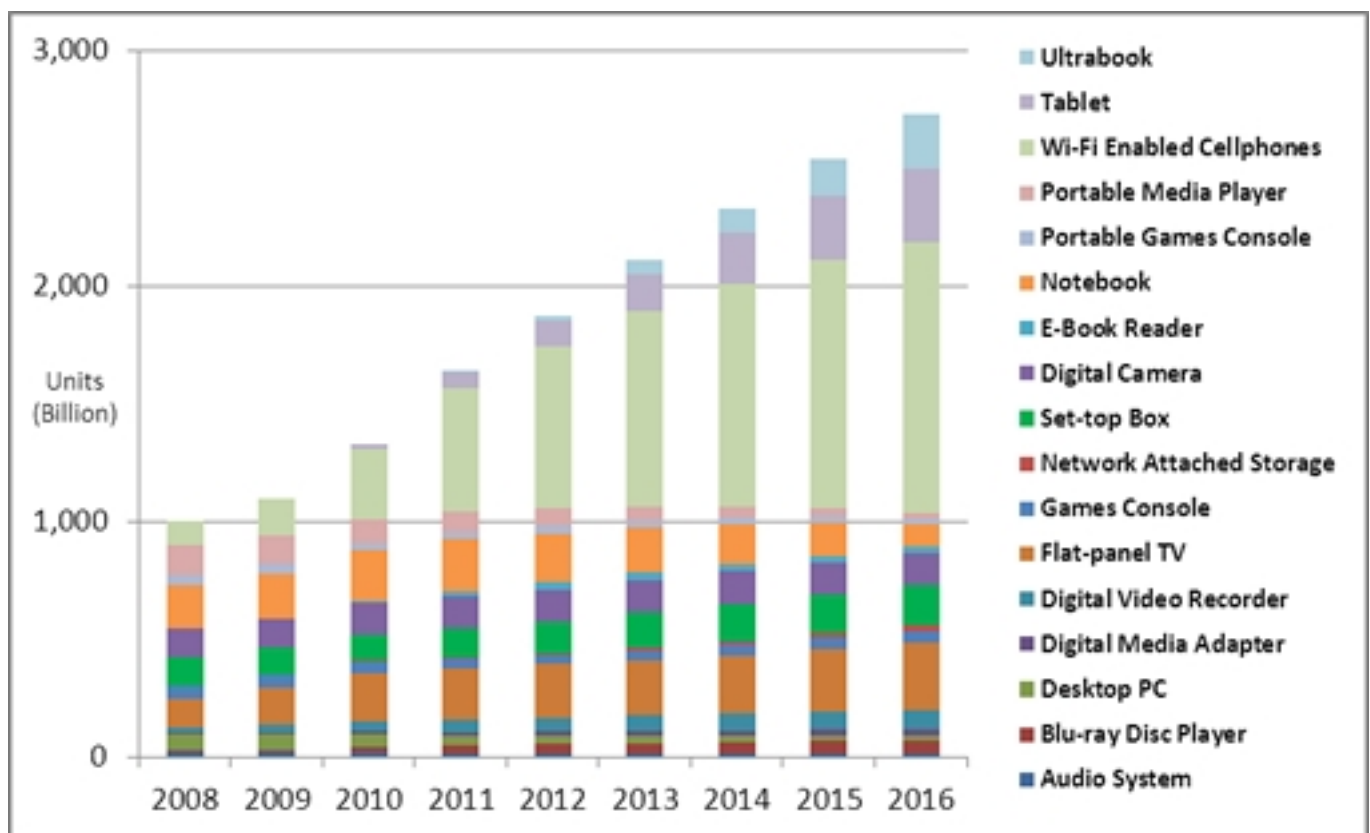


Strategy Analytics: 2012 W. European CE Spending "Flat"

Written by Marco Attard
08 August 2012

CE spending in W. Europe will remain flat in 2012 according to Strategy Analytics, as the Eurozone crisis continues to crunch on consumers' spending power.

Customers will not stop spending on CE entirely, mind-- purchasing will continue, especially on devices eliminating the need for multiple dedicated devices. Just not enough to drive growth within the region.



On the global front hand analyst predicts WW 2012 CE revenues will grow by 5% and reach \$790 billion in value, with mobile devices (tablets, smartphones and laptops) as chief drivers.

While global tablet growth remains "spectacular," Strategy Analytics reports laptops will still account for the majority of 2012 mobile PC sales. How come? Notebooks and ultrabooks still offer better productivity functions than tablets.

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Ultrabooks should also see growth soon, accounting for 10% of 2012 laptop sales before making up to 70% of total laptop sales by 2016.

Go [Global CE Industry Revenue to Grow 5% in 2012 \(Strategy Analytics\)](#)