

DigiTimes: Windows 10 Will Not Boost Notebook Demand

Written by Marco Attard
07 October 2014



DigiTimes reports a number of notebook component makers are not too optimistic on the effect Windows 10 will leave on the industry, and as such predict 2015 notebook shipments will only grow by 5-10% Y-o-Y.

How so, one might ask. The industry sources say Windows 10 was mainly designed to fix general dissatisfaction over Windows 8, and lacks the kind of innovations that makes consumers buy new PCs. Microsoft even offers free Windows 10 upgrades to Windows 8 users, meaning there will be no significant replacement demand.

Making the situation possibly worse are new Apple products such as the Watch drawing consumer attention (and wallets) further away from Windows 10 PCs.

However not all ODMs are so pessimistic about the future of laptops-- Quanta and Compal expect flat flat 2015 notebook shipments, while vendors Acer and Asus believe convertible notebook demand will remain "meaningful" if prices reach a sweet spot.

Go [Windows 10 Expected to Have Limited Effect on Boosting Notebook Demand \(DigiTimes\)](#)