

# Philippines Desktops Market, Laptops Market, Tablets Market, Printers Market : Ken Research

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Gurgaon, Feb 11, 2019 ([Issuewire.com](http://Issuewire.com)) - The report titled “**Philippines IT Industry Outlook to 2023 – By Hardware Market (Computer Sales and Peripherals Sales, By IT-BPO Market (Contact Center, Software Development, Transcription, Animation and Other BPOs), By Software Market (Software Development and Software Publishing) and By Antivirus Market (Enterprise Customer and Retail Customer)**” by Ken Research recommends that the companies operating in IT Industry of Philippines can expand their market share and increase revenue generated

by focusing on the use of artificial intelligence systems, enhancing the physical infrastructure in the sector, developing IT manpower base and encouraging homegrown talents. The market is expected to register a positive CAGR of 1.3% for hardware market; 11.5% for IT-BPO market; 15.6% for software market; and 13.5% for antivirus market in terms of revenue during the forecast period 2018P-2023E. The constantly improving internet infrastructures in the telecom industry and establishment of a stable business environment for tech start-ups have positively impacted the IT industry of the Philippines.

**Increasing Private Investment:** The private firms in [Philippines IT industry](#) are poised to increase their spending on security as they expand their business activities within the country. The government of the Philippines is making persistent efforts towards encouraging online surfing while simultaneously making the internet, a safer place for everyone. This has given cyber-security multi-national corporations such as Kaspersky Lab, an opportunity to expand its operations within the Philippines. Moreover, the Russian company which presently operates only through distributors and business partners has now planned to extend its business activities within the cities which lack security support. Thus, the rising investments by private players in the market are expected to positively impact the IT industry of the Philippines.

**The emergence of Domestic Companies:** Over the years, the software market of the Philippines has been observed striving for a bigger share in the overall IT industry. Thus, the homegrown talents and technopreneurs in the country have been able to receive various opportunities to showcase their potential which has positively impacted the growth of the IT sector. In addition to this, companies in the IT sector are expected to further push Philippines into new areas of software services such as Robotics Process Automation (RPA) and Artificial Intelligence (AI) giving an optimistic outlook towards the market.

**Focus on Tech Start-ups:** The country's telecom sector has positively impacted the growth of the software market in the Philippines IT industry. This sector is expected to continue aiding; the growing demand for the software industry in future through increased investments in internet infrastructure. On the other hand, the Filipino government has also been constantly working towards creating a stable business environment for tech startups emerging in the country, which has created a positive impact on the IT industry of Philippines.

## Key Segments Covered

- **Hardware Market**
- **By Computers, Peripherals and Others**
- Desktops
- Laptops
- Tablets
- Monitors
- Printers
- Other Products (USB, Hardisk, connected wiring systems, CDs, pen drives)
- **By Distribution Channel**
- Electronics and Appliance Specialist Retailers
- Mixed Retailers
- Internet Retailing
- **IT-BPO Market**
- **By Type**
- Contact Center
- Software Development

- Transcription
- Animation
- Other BPOs
- **By Export and Domestic Market**
- **Software Market**
- **By Software Development and Software Publishing**
- Application Software
- System Software
- **Antivirus Market**
- By Enterprise and Retail Customer
- By Offline and Online Sales
- **By Security Type**
- Total Security
- Internet Security
- Anti-Malware and Anti-Spyware
- Antivirus
- **By Licenses**
- 5+ PC
- 3 PC
- 2 PC
- 1 PC
- **By Renewal and New Contracts**

### Key Target Audience

- Hardware Manufactures
- Software Development/Publishing Companies
- IT-BPO Companies
- Antivirus Companies
- Home Users

### Time Period Captured in the Report:

- **Historical Period** - 2012-2018P
- **Forecast Period** – 2018P-2023E

### Major Companies Covered:

- **Hardware Market**
- Samsung
- Acer
- Apple
- Asus
- Lenovo
- Others
- **IT-BPO Market**
- Accenture
- Convergys
- JPMorgan
- 24/7 Customer Philippines

- Telephilippines Inc
- Others
- **Software Market**
- IBM
- Accenture
- Others
- **Antivirus Market**
- Trend Micro
- Symantec
- ESET
- Avast
- Kaspersky
- Sophos
- Others

## Key Topics Covered in the Report

- Executive Summary
- Research Methodology
- Stakeholders in the Philippines IT Industry
- Introduction to the Philippines IT Industry
- Philippines Hardware Market
  - Introduction to Philippines Hardware Market
  - Philippines Hardware Market Size, 2012-2018P
  - Philippines Hardware Market Segmentation, 2012-2018P
  - Competitive Landscape in the Philippines Hardware Market
  - Trends and Developments in the Philippines Hardware Market
  - Philippines Hardware Market Future Outlook and Projections, 2018P-2023E
- Philippines IT-BPO Market
  - Introduction to Philippines IT-BPO Market
  - Philippines IT-BPO Market Size, 2012-2018P
  - Philippines IT-BPO Market Segmentation, 2017
  - Comparative Landscape in the Philippines IT-BPO Market
  - Trends and Developments in the Philippines IT-BPO Market
  - Philippines IT-BPO Market Future Outlook and Projections, 2018P-2023E
  - Analyst Recommendations in the Philippines IT-BPO Industry
- Philippines Software Market
  - Introduction to the Philippines Software Market
  - Philippines Software Market Size, 2012-2018P
  - Philippines Software Market Segmentation, 2017
  - Trends and Developments in the Philippines Software Market
  - Philippines Software Market Future Outlook and Projections, 2018P-2023E
  - Analyst Recommendations in the Philippines Software Market
- Philippines Anti-Virus Market
  - Introduction to Philippines Anti-Virus Market
  - Philippines Anti-Virus Market Size, 2012-2018
  - Philippines Anti-Virus Market Segmentation, 2017
  - Competitive Landscape in the Philippines Anti-Virus Market
  - Snapshot on Cyber Security within the Philippines
  - End User Analysis for Selecting an Antivirus Company in the Philippines

- Trends and Developments in the Philippines Anti-Virus Market
- Philippines Antivirus Market Future Outlook and Projections, 2018P-2023E
- Analyst Recommendations in the Philippines Antivirus Market
- Snapshot on Philippines Multi-Media Software Market
- SWOT Analysis in the Philippines IT Industry
- Macroeconomic Factors affecting the Philippines IT Industry, 2012-2022E

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