

## Global laptop market: The risk of missing components!

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According to DRAMeXchange, even PC giants like HP, Dell, Lenovo, Toshiba . have also started to "experience pain" from the supply of LCD monitors, batteries, hard drives, cases and drives. Optical tightening from the previous quarter.



*Source: ZDNet* After a time of overproduction, components produced massively in a lack of planning, components firms balance their productivity and choose a safe solution that is "less than redundant". The inevitable consequence is that the supply of goods decreases markedly.

*" The situation will become even more serious in the third quarter, when laptop sales are expected to surpass 25.6 million units, up 14.4% from the second quarter.*

*Meanwhile, parts supply has not increased, if not cut , "said DRAMeXchange.*

Brands of small laptops will suffer more heavy losses. They have just faced lower-than-anticipated factory sales due to lack of experience, while facing the high cost of production and team costs.

According to DRAMeXchange, the trend of continuously lowering product prices to attract customers in the laptop market in the past time is likely to be difficult to continue in the second half of this year.

*" Now, they are standing on the brink of a lack of crisis. The price will be squeezed and pushed higher, not the race to sell off, liquidate, clean up as before. "*

## **Trong Cam**

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