

# Competitive Trends in Laptop Sales Online – Back-to-School Season 2024

Excerpts from real-time competitive  
intelligence generated by C5i Compete



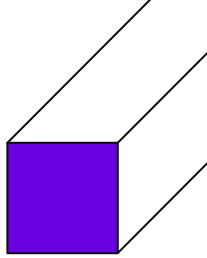
Authored By

**Debobroto Ghosh**, Head of IP & Platforms, C5i

&

**Ruchir Prasad**, Head of Implementations, C5i Compete

# EXECUTIVE SUMMARY



Online sales of laptops experienced a notable surge during Back-to-School Season 2024, driven by a growing shift towards digital shopping. Ecommerce platforms offered varied competitive discounts and exclusive deals, attracting students and parents.

In the pursuit of online sales, ecommerce teams are increasingly relying on Digital Shelf Analytical tools to get real-time insights into product performance, inventory levels, and competitor positioning. These tools help retailers optimize their online presence, enhance consumer engagement, and drive sales efficiency in a competitive market.

C5i Compete's Digital Shelf Analytics platform uses advanced data engineering and automation capabilities, riding on open-source technologies and frameworks, to deliver automated real-time multi-geography and multi-language reports, delivering insights across the 5Ps – Product, Price, Promotions, Place, and People. Competitive insights through Compete help e-commerce managers configure competitive product pricing, identify assortment gaps, enhance content effectiveness and hygiene, and elevate customer experience and brand recall to ultimately increase revenue.

Compete helped e-commerce managers in the technology industry answer a wide range of business questions on trends in online laptop sales among leading OEMs **Lenovo, Dell, HP, Asus, and Acer** during the **Back-to-School Season (July-August '24), in comparison with the prior two months (May-June '24)**, across varied geographies. Here's a representative set of questions answered by Compete.





How did the discounts battle pan out in the educational laptop category in the US?  
Did gaming laptops (another student preference) also gain traction?



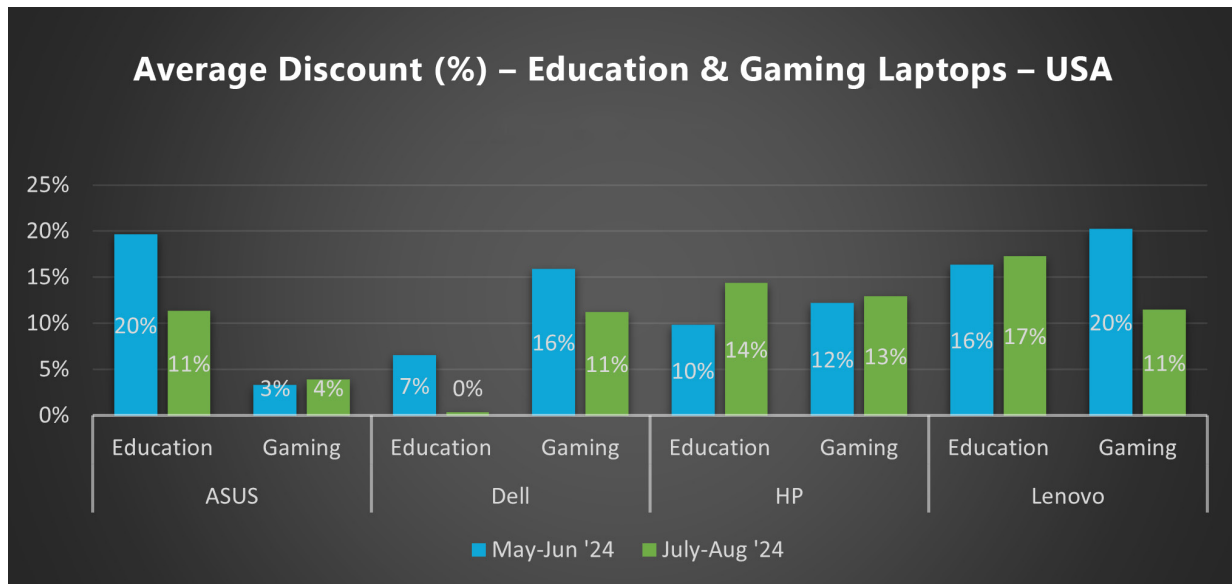
Region  
US

Brands  
Lenovo, HP, Dell, ASUS

Data Source  
OEM websites

## Complete findings:

Graph 1

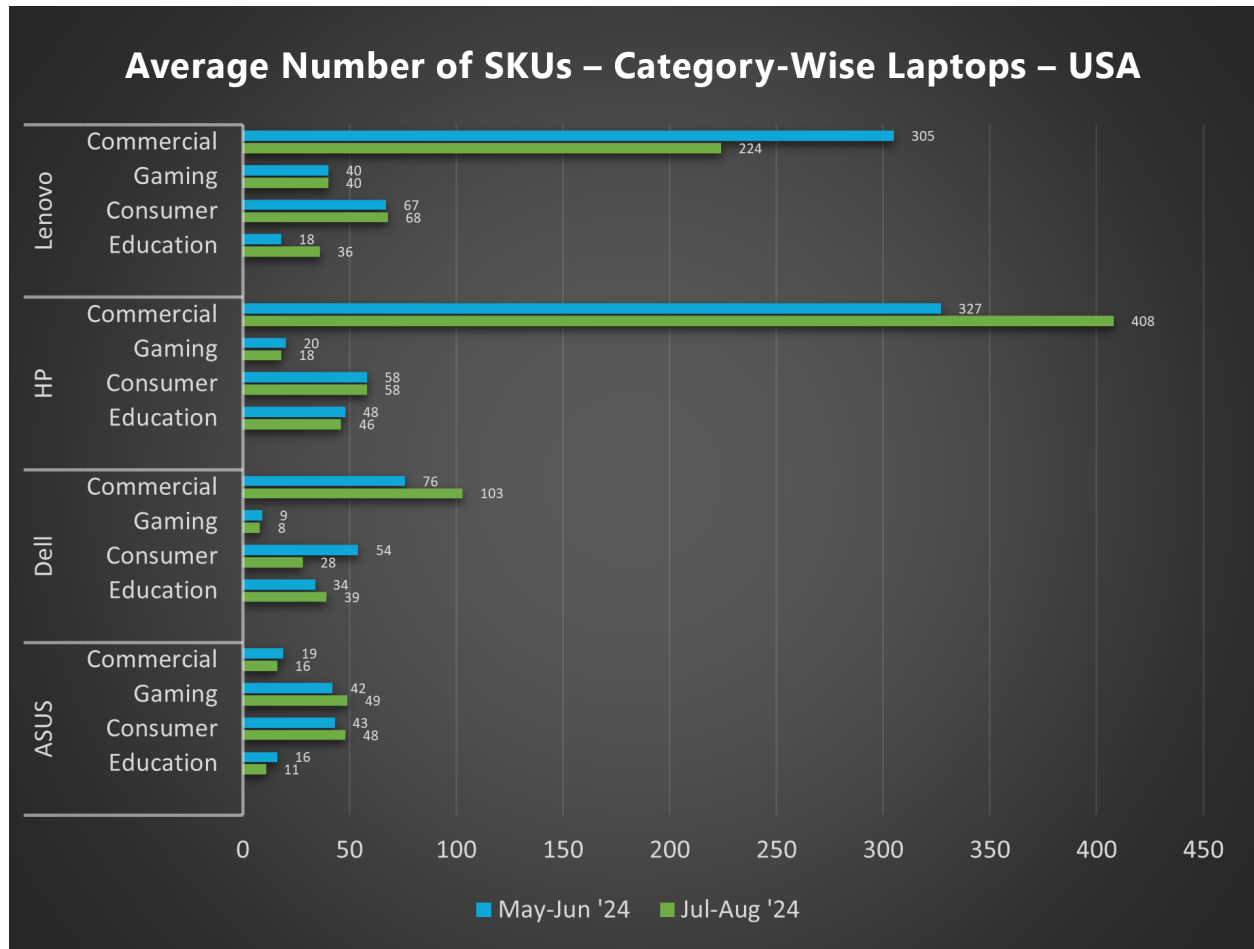


### Key Insights [Graph 1]:

- **HP** and **Lenovo** increased promotions and discounts on education laptops during Back-to-School months (Jul- Aug '24) compared to the preceding two months.
- **Dell** offered almost NO discounts during this season.
- **HP** not only increased its discount on education laptops by 40% but also increased discounts on gaming laptops – a category popular with students.
- **ASUS** reduced discounts on education laptops, and increased discounts on gaming laptops.
- **Lenovo** and **Dell** reduced discounts on gaming laptops during the season.



Graph 2



## Key Insights [Graph 2]:

- In the US, **most brands, except Lenovo**, showed **no major change** in the **average number of SKUs available in the education laptop category** in the Back-to-School months of Jul-Aug '24, compared to May-June '24.
- **Lenovo was an exception** as it **nearly doubled its number of SKUs in the education category** during Jul-Aug '24.
- Surprisingly, **HP** and **Dell** showed a **marked rise in SKUs of commercial laptops** during the Back-to-School period, while **Lenovo** and **ASUS** showed a decrease in SKUs in this category.
- **ASUS** offered the **most choices** in the **gaming** category, followed by **Lenovo**.
- Overall analysis of discounts + number of SKUs available in the gaming category indicates **gaming laptops** also saw **increased traction, along with education laptops**, during the season.



What was the price-wise assortment availability of education laptops in UK, France, and Germany among the top 3 OEMs? Who offered more choices vis-à-vis competition?



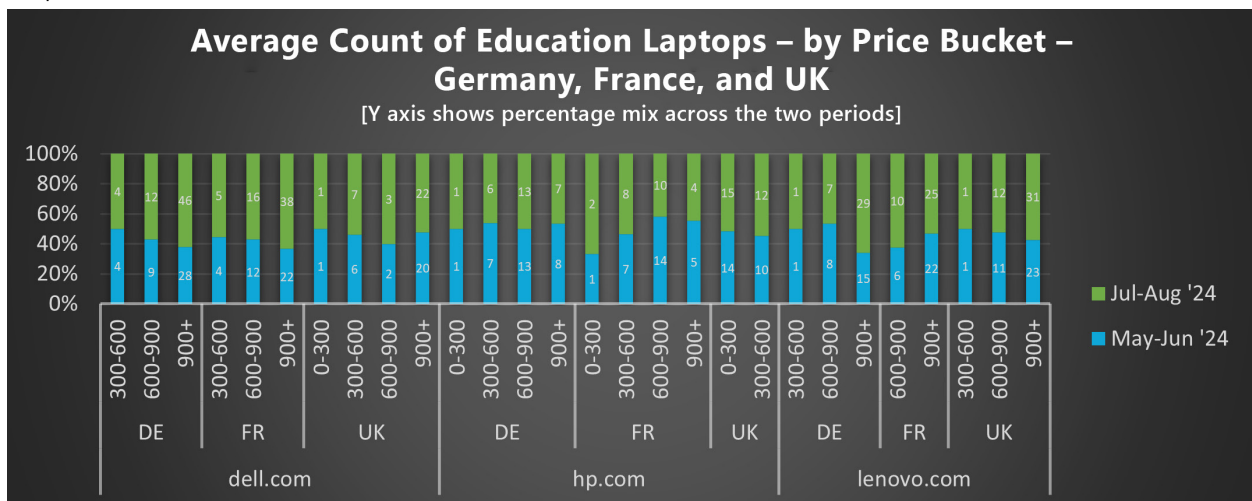
Region  
Germany, France, UK

Brands  
Lenovo, HP, Dell

Data Source  
OEM websites

## Compete findings:

Graph 3



## Key Insights [Graph 3]:

- Across Germany, France, and UK, **Dell** led the pack in offering high-end education laptops, especially in the €600+ category, followed by **Lenovo**.
- In Germany, both **Dell** and **Lenovo** increased their offerings in the high-end education laptop category (€600+) by almost 57% during Jul-Aug '24.
- In contrast, **HP** focused more on the 'under €600' category, with more products than others in this budget category in UK and the maximum low-budget laptop choices overall in the 'under €300 category'.



## Who won the discounts war on a leading e-tailer site like Amazon UK?



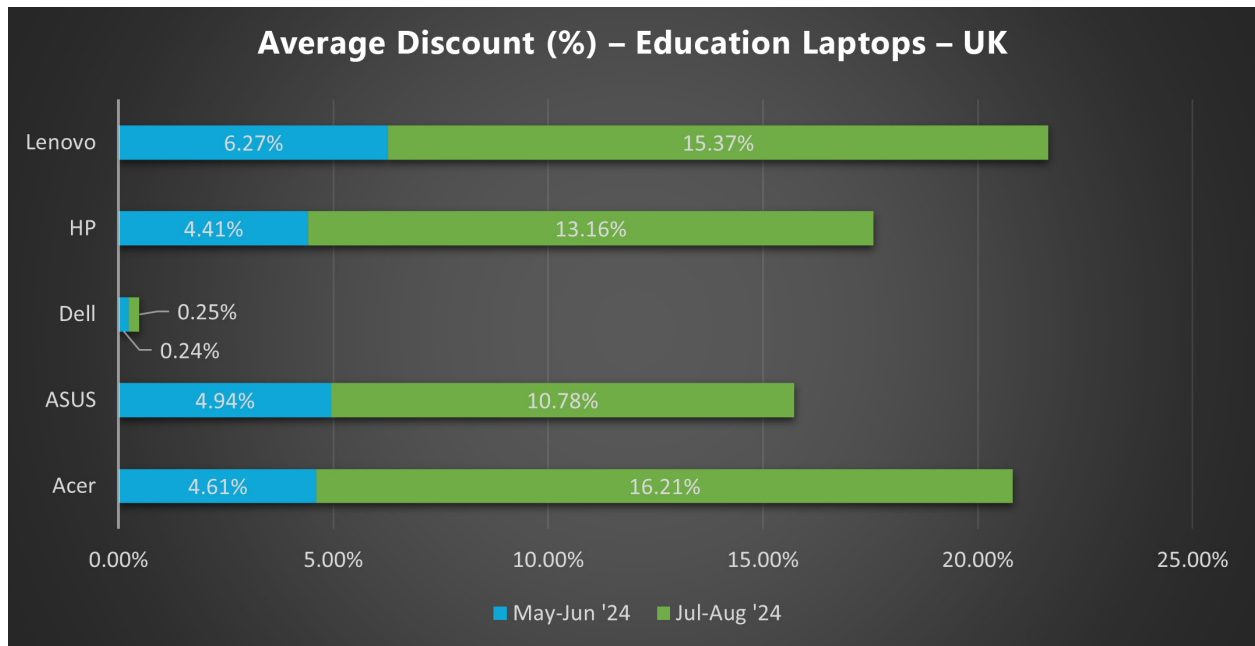
Region  
UK

Brands  
Lenovo, HP, Dell, ASUS, Acer

Data Source  
Amazon UK

### Compete findings:

Graph 4



### Key Insights – UK region [Graph 4]:

- **Acer** led the pack in rolling out attractive discounts on education laptops during the Back-to-School season, followed by **Lenovo** and **HP**.
- **Lenovo** increased the scale of discounts by more than 100%, **HP** increased discounts by more than 200%, and **Acer** outperformed all other brands by increasing their scale of discounts by nearly 300% on education laptops.
- **Dell** provided almost NO discounts on the education laptops category during this period.



## Which were the preferred processors in the education laptop landscape in the US, in terms of discounts and promotions?



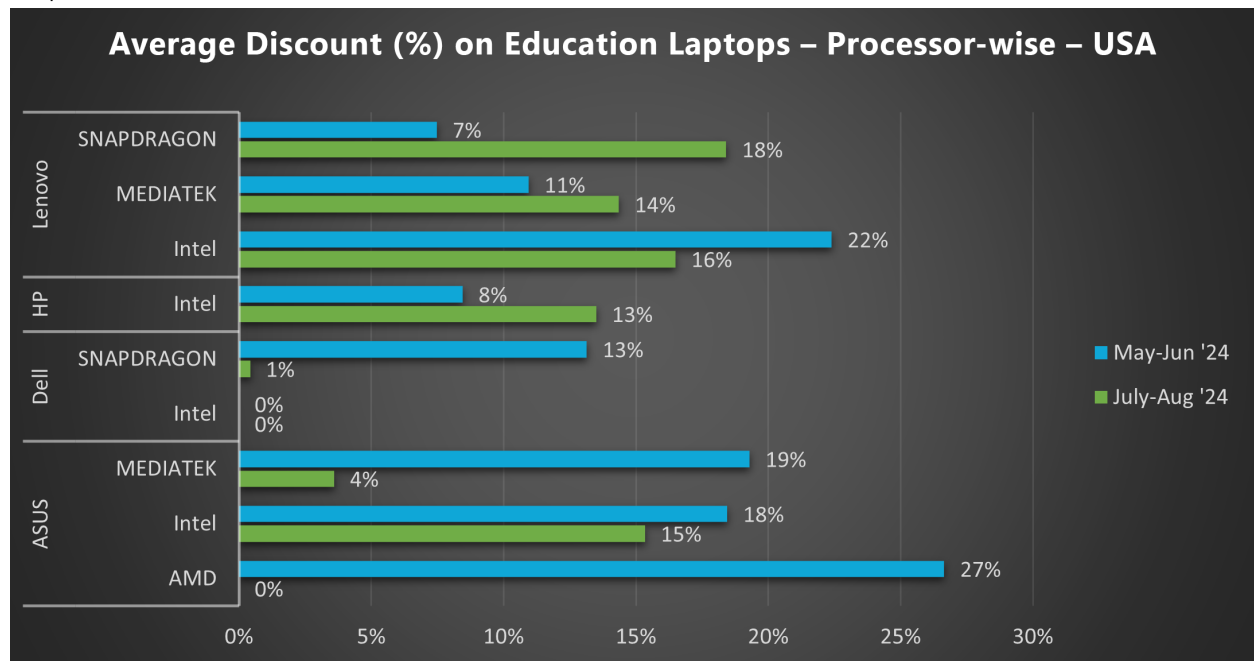
Region  
**US**

Brands  
**Lenovo, HP, Dell, ASUS**

Data Source  
**OEM websites**

### Complete findings:

Graph 5



### Key Insights [Graph 5]:

- **Lenovo** had a better variety of processors for its education laptops, and the scale of discounts offered by **Lenovo** on Snapdragon and Intel-based education laptops was higher than its competitors.
- **Intel** was clearly the preferred choice for most laptop OEMs as it saw a greater range and depth of discounts during the season.
- However, **Dell** offered NO discount on its Intel-based education laptops and a negligible discount on Snapdragon-based laptops, contrary to other players in the business.



## When did the discounts war really heat up? Was there a uniform trend across OEMS?



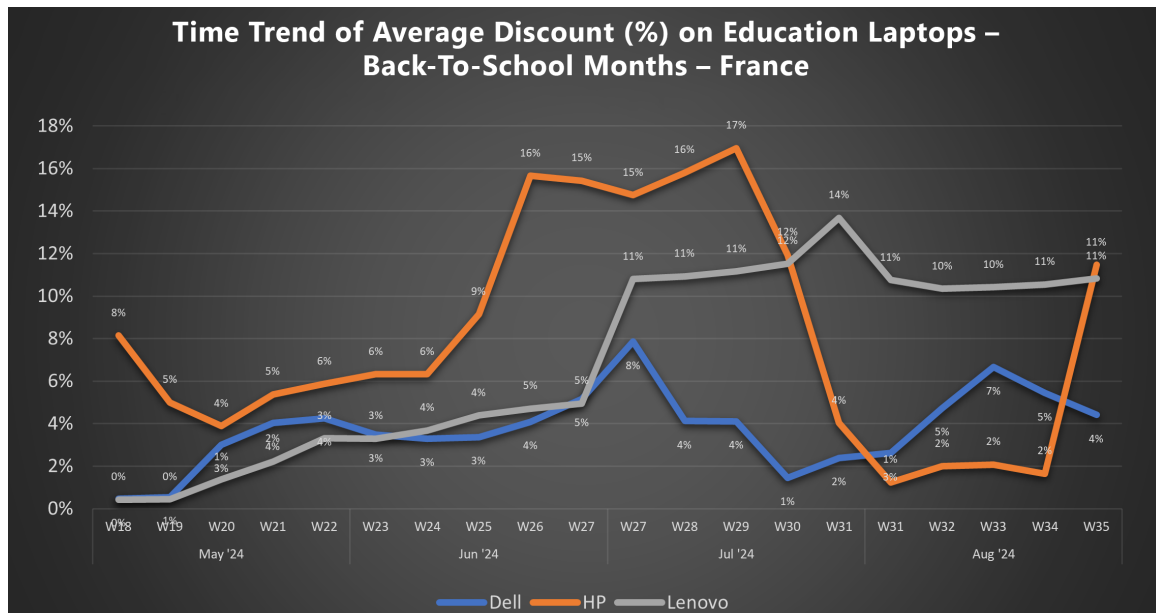
Region  
**France & US**

Brands  
**Lenovo, HP, Dell**

Data Source  
**OEM websites**

### Complete findings:

Graph 6

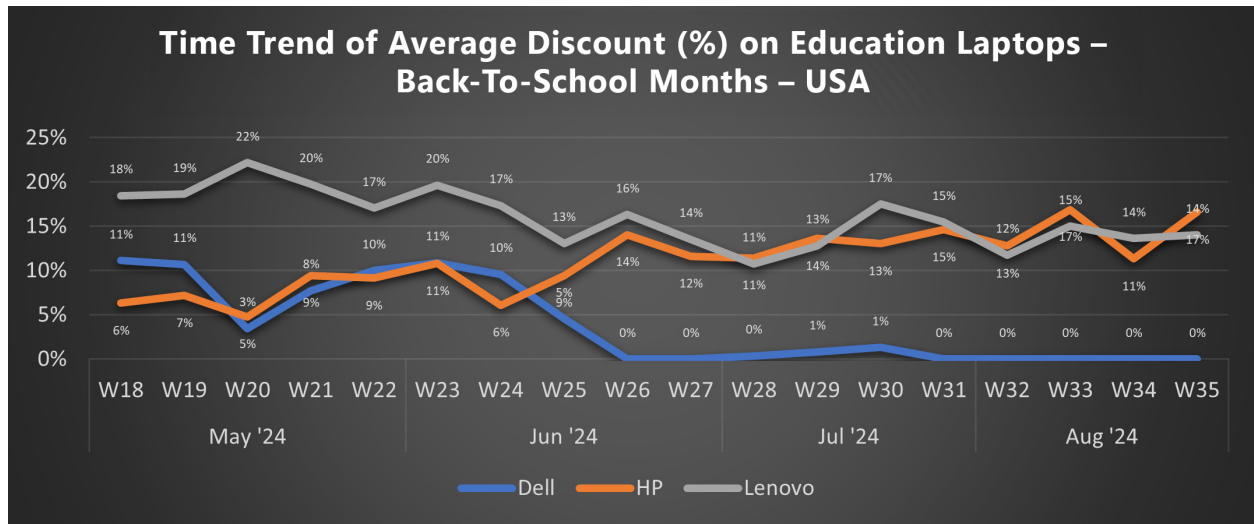


### Key Insights [Graph 6]:

- In France, **HP** and **Dell** started **increasing discounts mid-June**, while **Lenovo** started increasing their **discounts in the last week of June**.
- Contrary to **HP**, both **Lenovo** and **Dell** made **steep increases in discounts in the last week of June**.
- By mid-July however, **HP** started **rolling back large discounts on education laptops**, then again **increasing discounts in the last week of August – closing season**.
- Amongst the top three OEMs, the **discounts war in France** was primarily fought between **Lenovo and HP**.



Graph 7

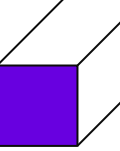


## Key Insights [Graph 7]:

- As was the case in France, even in the USA, the **discount wars** on **education laptops** were primarily fought between **HP** and **Lenovo**.
- In the US, similar to France, **Dell** **rolled back almost all existing discounts** on **education laptops** in the last week of July '24.

### Disclaimer:

*This report has been created as an indicative snapshot of Compete's capabilities. The analysis, insights, and commentary in the report are based on data collected from various sources and have a low probability of errors. However, all information in this report must be considered directional and indicative. Business decisions are not supposed to be made solely based on the content of this document. C5i would not be liable or responsible for any adverse impact of business due to decisions made on the basis of this document.*



## Driving Ecommerce Advantage with C5i Compete

Across North America and EMEA regions, [C5i Compete](#) has enabled brands to use real-time, at-scale data analysis powered by AI to discover granular and critical insights on online sales and ecommerce trends. These curated insights on online laptop sales during the Back-to-School period were shared with our business partners to help them make informed decisions to influence sales during similar upcoming holiday seasons.

C5i Compete (also available on [Azure Marketplace](#)) has been helping global clients make winning data-driven decisions in the ecommerce space, driving sales, profitability, and superior customer experience. Compete syndicates data from 1000+ websites, mobile apps, and data sources across 30+ countries and runs advanced analytics to fuel digital commerce decisions for global enterprises, brands, and retailers. The platform has helped clients deliver outcomes like 3X increase in speed to contextual Digital Shelf Performance insights, 36% increase in Sales Volume with timely pricing decisions, 17% increase in Share of Search on marketplaces, 23% increase in Content Effectiveness, and more. This has made Compete a preferred choice for several leading companies in the ecommerce space seeking to out-pace and out-sell competition, especially during high-velocity, high-volume sales periods like Thanksgiving/Black Friday, Christmas/New Year's, and Back-to-School seasons.



# About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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