

# Longer Replacement Cycles, Resilient Demand in Mobile Computing

Rising age of product



**5.6** years (2025)

vs. 4.9 years (2023)

Gaming

**6.3** years (2025)

vs. 5.5 years (2023)

Non-Gaming

## Purchase Triggers

Lower deferability: 55%

Higher deferability: 28%

