



## PC Market Trends, Windows 11 Adoption Challenges and the ITAD Opportunity

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As of early 2025, the global PC installed base is estimated at 1.6 billion units, with the U.S. accounting for around 240 million. Despite Microsoft's push, Windows 10 remains dominant (62.7% market share), while Windows 11 adoption lags due to strict hardware requirements and high upgrade costs. Many businesses face the choice of replacing hardware, paying for extended Windows 10 security updates, or risking unsupported systems. Meanwhile, the secondary PC market, valued at over \$30 billion, continues to grow as enterprises offload older but functional devices. With Windows 10 support ending in late 2025, pressure to upgrade is increasing, but many organizations remain hesitant due to cost and limited benefits.

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