

# 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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