

INFISIGHTS - CONSUMER INTELLIGENCE

India Laptop Market Consumer Intelligence Report

How consumer expectations are reshaping the India laptop market -- and how Snapdragon, Intel and AMD are performing against them

5,412

Verified Reviews

Amazon.in and Flipkart

3

Processor Brands

Analysed in this report

70+

Processor Models

Across all segments

95+

Laptop Models

Across all segments

Techarc Consumer Intelligence - HNH Market Research Private Limited - India - June 2026

Report Structure and Analytical Framework

Six analytical sections on how laptop buyer expectations are changing -- and how each processor brand is responding

SECTION 01

Consumer Profile

How smartphone usage has shaped the laptop buyer's expectations and purchase behaviour

SECTION 02

Consumer Requirements

Key purchase drivers ranked by mention frequency across 5,412 verified reviews

SECTION 03

Satisfaction Analysis

Attribute-level satisfaction and dissatisfaction drivers from NLP-scored review data

SECTION 04

Platform Performance

Brand scores mapped against each consumer requirement

SECTION 05

Gap Analysis

Expectation-delivery gap matrix: where the industry meets and falls short of consumer needs

SECTION 06

Platform Summary

How each brand performs across satisfaction, advocacy and requirements

SECTION 01

Consumer Profile

How smartphone usage has reshaped the laptop buyer - expectations, priorities and purchase behaviour

01

The modern laptop buyer is conditioned by smartphone usage patterns. Four expectations have transferred directly from mobile to laptop.

88% laptop users agree their laptop expectations were defined by smartphone experiences!

1 All-Day Battery Expectation

Smartphone users are accustomed to a full day of usage without recharging. This expectation has directly transferred to laptop purchase criteria.

Battery Life
#4 ranked consumer requirement

Consumer Trigger Score		
Snapdragon 4.4*	Intel 3.9*	AMD 3.8*

2 Immediate Responsiveness

Smartphones deliver instant screen-on response. Consumers now rate startup latency as a measurable dissatisfier in laptop reviews.

Performance
#2 ranked consumer requirement

Consumer Trigger Score		
Snapdragon 4.3*	AMD 4.3*	Intel 4.2*

3 Native AI Capability

Voice assistants and on-device AI are standard on smartphones. Consumers expect equivalent AI-assisted functionality in their laptops.

AI Features
Fastest-growing trigger category

Consumer Trigger Score		
Snapdragon 4.1*	Intel 3.6*	AMD 3.5*

4 Premium Build Standard

Flagship smartphones establish a premium material standard. Consumers increasingly rate plastic laptop chassis negatively against this benchmark.

Build / Design
#3 ranked consumer requirement

Consumer Trigger Score		
Snapdragon 4.3*	Intel 4.0*	AMD 4.0*

Generational composition of the India laptop buyer: Millennials represent 86% of the market

Gen Z

Born 1997-2012 - 13.4% of buyers

4.48* **90.8% positive**
NPS +63.1

Digital natives purchasing their first laptop. Key requirements: battery longevity, gaming performance, always-on connectivity. Highest NPS cohort. Strong correlation with the Snapdragon platform.

Millennials

Born 1981-1996 - 86.1% of buyers

4.12* **78.3% positive**
NPS +40.5

Dominant segment. Work-from-home and productivity-focused purchasing. Balanced weighting across performance, value and reliability. Opinions carry the most statistical weight in this analysis.

Gen X

Born 1965-1980 - 0.4% of buyers

5* **100% positive**
NPS +100

Limited representation. Results for this cohort are directional only. Historically Intel-dominant purchasing profile based on longer usage patterns.

Insight: Millennials define the market by volume. Gen Z's higher NPS (+63.1 vs +40.5) indicates stronger advocacy potential among younger cohorts.

SECTION 02

Consumer Requirements

Key purchase drivers ranked by relative importance - the 12 attributes consumers discuss most

02

Consumer requirements hierarchy based on relative importance and satisfaction scoring

Rank + Requirement	Relative Importance	Positive %	Avg *	Status
1 Value for Money		84% positive	*4.3	MET
2 Performance		82% positive	*4.3	MET
3 Build / Design Quality		78% positive	*4.1	MET
4 Battery Life		74% positive	*4.0	PARTIAL
5 Display Quality		76% positive	*4.0	PARTIAL
7 AI Features		64% positive	*3.7	GAP
6 Sound / Audio		68% positive	*3.8	PARTIAL
12 Software Compatibility		67% positive	*3.7	GAP
8 Thermal Management		69% positive	*4.0	PARTIAL
9 Gaming Performance		86% positive	*4.3	MET
10 Keyboard Quality		64% positive	*3.6	GAP
11 Connectivity		53% positive	*3.2	GAP

SECTION 03

Satisfaction Analysis

What consumers praise, what they criticise, and the cross-platform variance

03

Satisfaction drivers: Value for Money, Gaming and Performance lead. Connectivity, Keyboard and AI Features rank lowest.

HIGH SATISFACTION DRIVERS (above 75% positive)

Value for Money

84% positive sentiment - Avg 4.3*

Gaming

86% positive sentiment - Avg 4.3*

Performance

82% positive sentiment - Avg 4.3*

Build / Design

78% positive sentiment - Avg 4.1*

Display Quality

76% positive sentiment - Avg 4.0*

DISSATISFACTION DRIVERS (above 25% negative sentiment)

Connectivity

37% negative sentiment - lowest satisfaction in study

Keyboard Quality

25% negative sentiment - layout and travel complaints

AI Features

26% negative sentiment - expectation vs delivery gap

SECTION 04

Platform Performance

Consumer trigger scores per processor platform evaluated against each key purchase requirement

04

Processor platform performance mapped against the top consumer requirements

Consumer trigger score (1-5*) per platform - satisfaction rating per attribute - Windows platforms only (Ratings rounded off to 1 decimal level)

Consumer Requirement	Snapdragon	Intel	AMD	Leader
Battery Life	*4.4 HIGHEST	*3.9	*3.8	Snapdragon
Performance	*4.3 HIGHEST	*4.2	*4.3	Snapdragon
Build / Design	*4.3 HIGHEST	*4.0	*4.0	Snapdragon
Value for Money	*4.3	*4.2	*4.3 HIGHEST	AMD
Display Quality	*4.1 HIGHEST	*4.1	*3.9	Snapdragon
AI Features	*4.1 HIGHEST	*3.6	*3.5	Snapdragon
Thermal Management	*4.3 HIGHEST	*3.7	*4.0	Snapdragon
Connectivity	*3.4 HIGHEST	*3.2	*3.1	Snapdragon

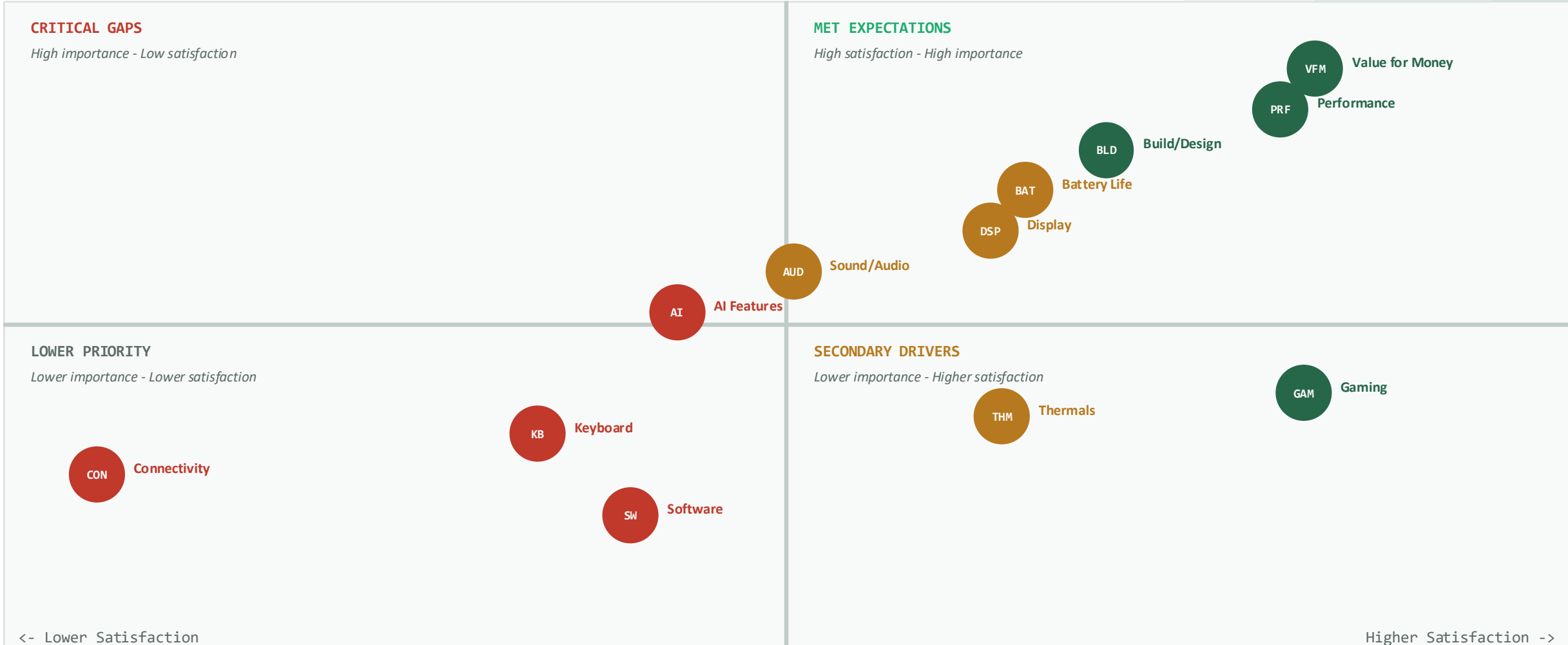
SECTION 05

Gap Analysis

Importance-satisfaction framework: identifying where processor platforms meet and fall short of consumer expectations

05

Expectation-Delivery Matrix: consumer importance plotted against industry satisfaction scores



Gap analysis findings: four quadrant classifications and their strategic implications

[M] MET EXPECTATIONS

Delivering to Consumer Standards

High consumer importance + high satisfaction. Platforms are broadly meeting expectations across these attributes. Industry-wide satisfaction is 4.0* or above.

Value for Money - 4.3* industry avg - 84% positive

Performance - 4.3* industry avg - 82% positive

Build / Design - 4.1* industry avg - 78% positive

Gaming - 4.3* industry avg - 86% positive

Display Quality - 4.0* industry avg - 76% positive

Thermals - 4.0* industry avg - 69% positive

[!] CRITICAL GAPS

High Importance, Underdelivered

Consumers care deeply about these attributes, but satisfaction scores are materially below expectations. Highest-priority improvement areas for platform differentiation.

AI Features - 3.7* industry avg - 26% negative

Software Compatibility - 3.7* industry avg - 24% negative

Sound / Audio - 3.8* industry avg - 17% negative

Keyboard Quality - 3.6* industry avg - 25% negative

Connectivity - 3.2* industry avg - 37% negative - lowest in study

Battery Life - 4.0* industry avg - 17% negative (improvement zone)

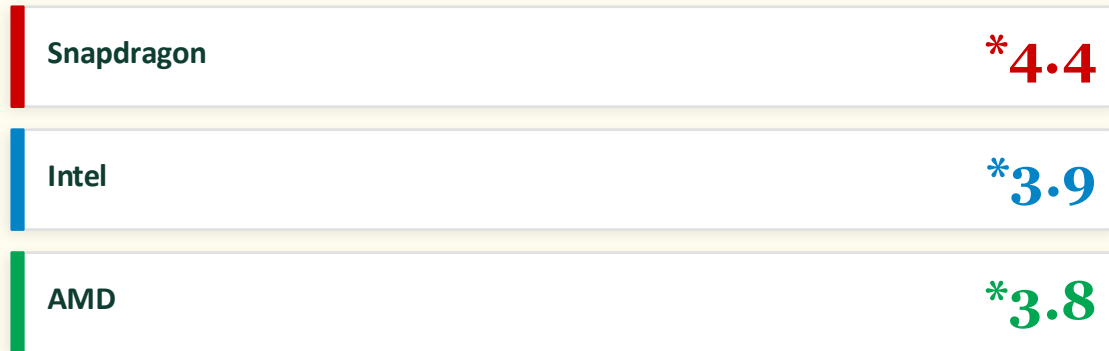
Battery Life and AI Features: the two attributes with the highest cross-platform variance and strategic significance

BATTERY LIFE - IMPROVEMENT ZONE

Battery Life

74% positive industry-wide - industry avg 4.03*

Cross-platform performance variance:



AI FEATURES - CRITICAL GAP ZONE

AI Features

64% positive - industry avg 3.73* - fastest-growing trigger category

Cross-platform AI satisfaction scores:



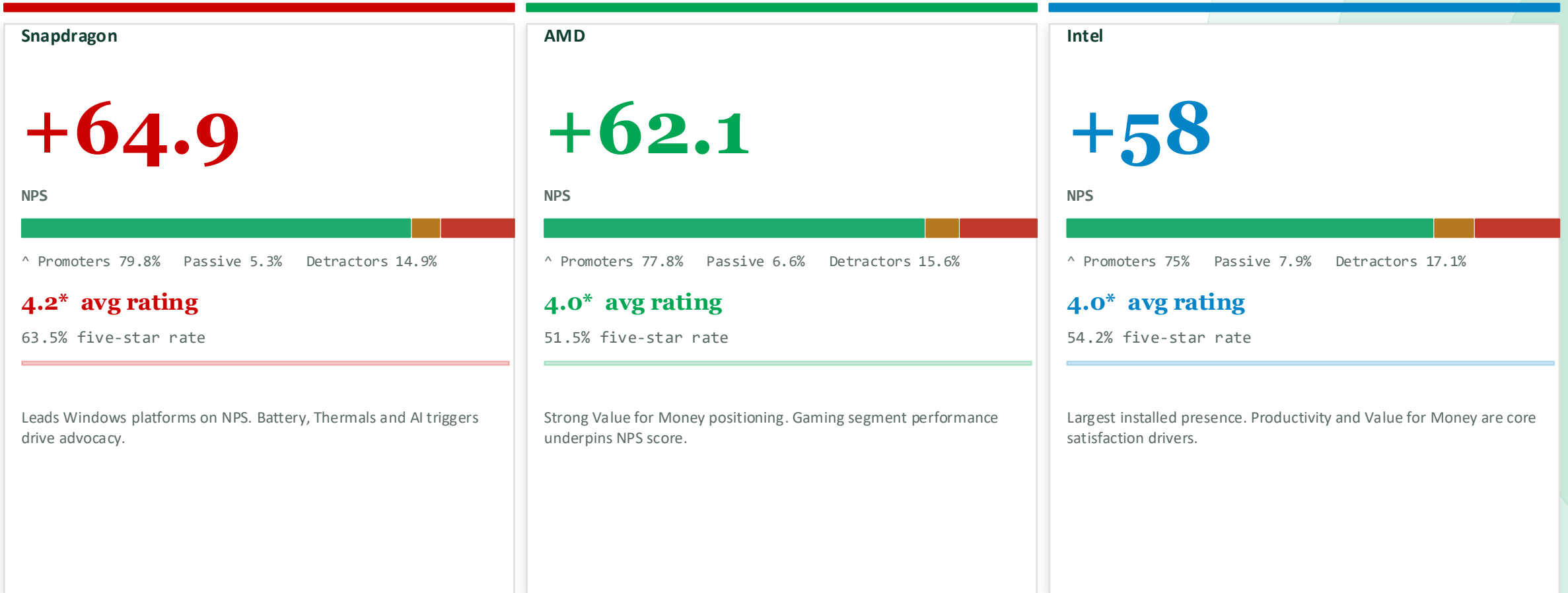
SECTION 06

Platform Summary

How each Windows processor brand performs against consumer expectations -- satisfaction, advocacy and requirements

Net Promoter Score: Snapdragon leads the Windows field on advocacy

Net Promoter Score by brand - Windows processors only - commercial NPS formula (4-5 star Promoter, 3 Passive, 1-2 Detractor)



Snapdragon leads the Windows field at +64.9, ahead of AMD and Intel

Windows scorecard: how Snapdragon, Intel and AMD score against each consumer requirement

Consumer trigger scores - Windows processors only - ratings rounded to 1 decimal level

Consumer Requirement	Snapdragon	Intel	AMD	Leader
Battery Life	*4.4 HIGH	*3.9	*3.8	Snapdragon
Thermals	*4.3 HIGH	*3.7	*4.0	Snapdragon
Build / Design	*4.3 HIGH	*4.0	*4.0	Snapdragon
AI Features	*4.1 HIGH	*3.6	*3.5	Snapdragon
Value for Money	*4.3	*4.2	*4.3 HIGH	AMD
Performance	*4.3 HIGH	*4.2	*4.3	Snapdragon
Display	*4.1 HIGH	*4.1	*3.9	Snapdragon
Connectivity	*3.4 HIGH	*3.2	*3.1	Snapdragon

How this research was conducted

A review-mining methodology applied to verified consumer reviews from India's two largest e-commerce platforms

DATA FOUNDATION

Source

Verified purchase reviews from Amazon.in and Flipkart, India's two largest laptop retail platforms

Coverage

3 processor brands - Snapdragon, Intel and AMD, spanning 70+ individual processor models

Period

Reviews published through May 2026, weighted toward the most recent product cycles

Inclusion

Only reviews where a specific processor model could be identified were retained for analysis

ANALYTICAL PROCESS

01

Collection

Verified reviews aggregated across all in-scope processor models and both retail platforms

02

Verification

Non-verified, duplicate and non-processor-identifiable reviews removed from the dataset

03

Classification

Reviews tagged by processor, price tier, OEM, platform and inferred buyer cohort

04

Trigger Scoring

NLP keyword clusters map each review to 12 product attributes; sentiment scored positive / neutral / negative

05

Aggregation

Attribute satisfaction, NPS and requirement rankings computed per platform and in aggregate

Sample size and statistical confidence

Results are reported at a 95% confidence level.

5,412

Reviews Analysed

Across all three processor brands - the aggregate sample

95%

Confidence Level

Standard market-research threshold applied to all aggregate findings in this report

+/- 1.33%

Margin of Error

Aggregate margin of error at 95% confidence for a measured proportion

CONFIDENCE BY COHORT

Margin of error widens as sample size narrows. Platform-level and aggregate findings are statistically robust.

As a rule of thumb: the larger the review base behind a figure, the tighter its confidence interval.

INTERPRETATION NOTES

- Review-based, not survey-based: reflects buyers who chose to write a review, which may over-represent strong opinions.
- Gender and generation are inferred from review language and names.
- NPS uses the commercial formula (4-5* Promoter, 3* Passive, 1-2* Detractor).

THANK YOU

Infisights

India Laptop Market - Consumer Intelligence Report - June 2026

Compute for Windows Edition: Snapdragon, Intel and AMD

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