



## **Market Comparison Analysis of Windows and Mac Operating Systems**

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### **Abstract**

This research paper provides a comprehensive comparison of Windows and Mac operating systems, analysing their market share, features, user experience, and future perspectives. The study aims to highlight the strengths and weaknesses of each operating system and predict their future trends based on current developments and market dynamics. Windows, developed by Microsoft, has been a dominant force in the operating system market for decades, known for its extensive customization options, broad software compatibility, and strong presence in business and educational environments. Mac OS, developed by Apple, is renowned for its sleek design, seamless integration with other Apple products, and robust security features. This paper delves into the historical context of both operating systems, examining their evolution and the factors contributing to their current market positions.

Furthermore, the paper explores the user experience offered by each operating system, considering aspects such as interface design, performance, and security. It also discusses the impact of recent technological advancements, such as the introduction of Apple Silicon in Mac computers and the integration of AI features in Windows, on the future trajectory of these operating systems. By analysing market trends, user preferences, and technological innovations, this research aims to provide a nuanced understanding of the competitive landscape between Windows and Mac OS. The findings will offer valuable insights for consumers, developers, and industry stakeholders, helping them make informed decisions about the adoption and development of these operating systems.

