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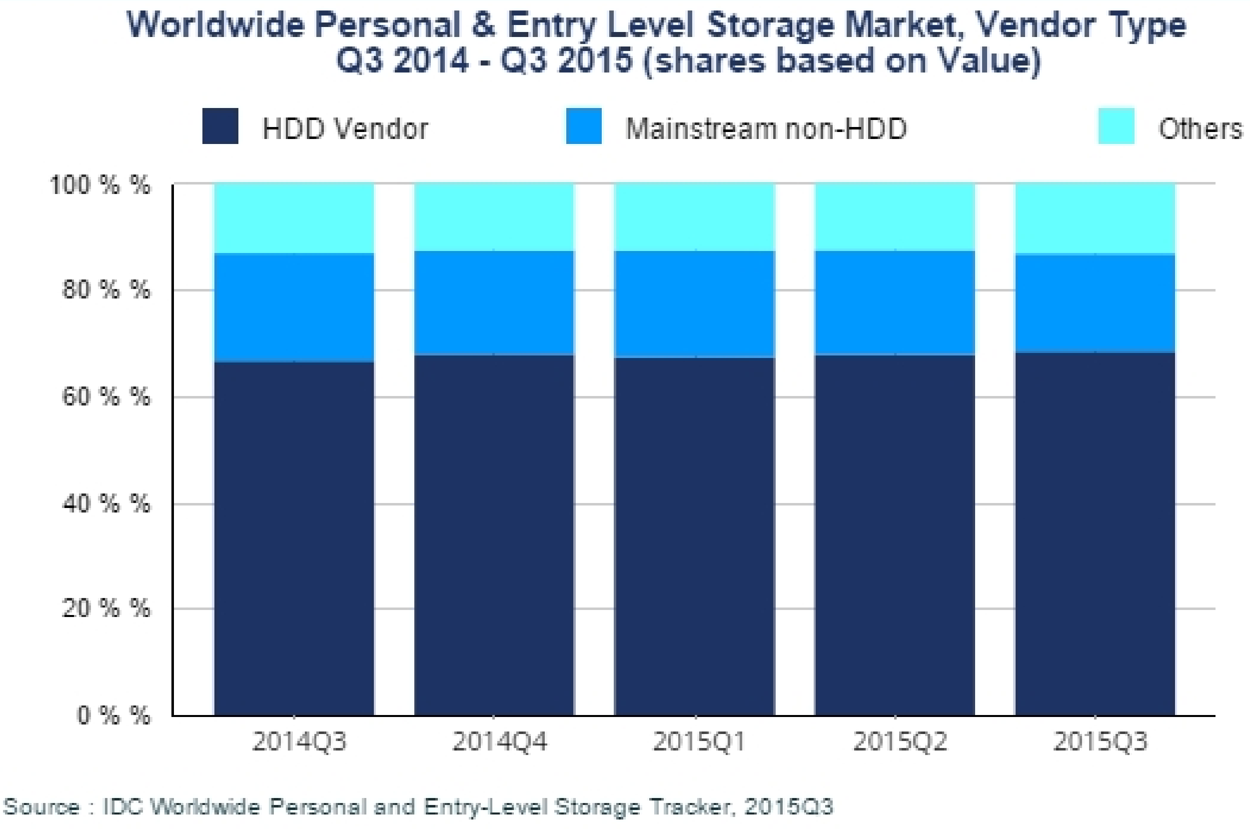
According to IDC global personal and entry-level storage (PELS) shipments total 16.7 million in Q3 2015-- a -13.4% Y-o-Y decline, if also a 10.3% Q-o-Q increase.

Revenues are down by -19.8% Y-o-Y to $1.3 billion.



"The personal and entry-level storage market was stagnant in 2014 and started to show signs of decline in 2015," the analyst says. "The adoption of cloud storage has been gaining traction in the consumer space with its easy data access and mobile device integration. One of the negative impacts of cloud storage deployment leads to shrinking demand within the PELS market."

Personal storage remains the dominant PELS market component, making over 98% of shipments. IDC says Q3 2015 is the 4th consecutive quarter of declining personal storage shipments (by -13.5% Y-o-Y), with shipments mainly made of 1TB and 2TB capacity products.

The higher-margin entry-level storage segment also shows slowdown, as shipments are down by -4.5% Y-o-Y. 4TB and 8-20TB devices account for the majority of shipments due to SMBs demanding larger capacity to meet storage needs.

USB remains the most popular PELS interface, even as dual-interface products continue to grow (by 51.8% Y-o-Y). Ethernet offerings see the largest decline in the last 4 quarters (-17.6% Y-o-Y), primarily due to the decline of entry-level shipments.

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