According to Gartner, the global server market sees a 17.8% Y-o-Y increase in revenues in Q4 2018, while shipments are up by 8.5% Y-o-Y. As for full-year 2018, revenues are up by 30.1% as shipments increase by 13.1%.

EMEA shipments are up by 3.1% for full-year 2018, and revenues see a 20.4% increase.

Table 1
Worldwide: Server Vendor Revenue Estimates, 4Q18 (U.S. Dollars)

Company	4Q18 Revenue	4Q18 Market Share (%)	4Q17 Revenue	4Q17 Market Share (%)	4Q18-4Q17 Growth (%)
Dell EMC	4,426,376,116	20.2	3,606,976,178	19.4	22.7
HPE	3,876,819,483	17.7	3,578,005,770	19.3	8.4
Huawei	1,815,071,726	8.3	1,244,382,075	6.7	45.9
Inspur Electronics	1,801,622,141	8.2	1,260,671,411	6.8	42.9
IBM	1,783,691,221	8.2	2,623,501,533	14.1	-32.0
Others	8,158,910,239	37.3	6,243,556,262	33.6	30.7
Total	**21,862,491,037**	**100.0**	**18,556,994,228**	**100.0**	**17.8**

Source: Gartner (March 2019)

“Hyperscale and service providers continued to increase their investments in their datacentres (albeit at lower levels than at the start of 2017) to meet customers’ rising service demand, as well as enterprises' services purchases from cloud providers," the analyst says. "To exploit datacentre infrastructure market disruption, technology product managers for server providers should prepare for continued increases in server demand through 2019, although growth will be a slower pace than in 2018."

Further bouying server prices is the decline in DRAM prices, leading to an increase in demand for memory-rich configurations supporting emerging workloads such as AI and analytics. Thus one can suggest product managers to market higher memory content servers to take advantage of the current DRAM oversupplies.

Table 2
Worldwide: Server Vendor Shipments Estimates, 4Q18 (Units)

Company	4Q18 Shipments	4Q18 Market Share (%)	4Q17 Shipments	4Q17 Market Share (%)	4Q18-4Q17 Growth (%)
Dell EMC	580,580	16.7	582,720	18.3	-0.4
HPE	424,347	12.2	443,854	13.9	-4.4
Inspur Electronics	293,702	8.5	235,658	7.4	24.6
Huawei	260,193	7.5	257,916	8.1	0.9
Lenovo	191,032	5.5	181,523	5.7	5.2
Others	1,723,032	49.6	1,499,593	46.8	14.9
Total	**3,472,886**	**100.0**	**3,201,264**	**100.0**	**8.5**

Source: Gartner (March 2019)

Dell EMC leads the global Q4 2018 server market in terms of revenue, with 20.2% market share. HPE follows with 17.7% share. Third placing Huawei sees the most growth at 45.9% Y-o-Y. Dell EMC also leads in terms of Q4 2018 shipments, with 16.7% share, despite a -0.4% Y-o-Y decline. Second-placing HPE also sees a shipment decline of -4.4% Y-o-Y. Coming third is Inspur Electronics with the strongest shipment growth of Q4 2018, 24.6% Y-o-Y.

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