

IDC: Monitors Decline on Q4 2014

Written by Marco Attard
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According to IDC global Q4 2014 PC monitors drop by -4.4% Y-o-Y to reach 34 million units-- a 1.3% improvement over analyst forecasts, as the adoption of lower-price mobile devices eats into the monitor market.

Worldwide PC Monitor Unit Shipments, Market Share, and Year-over-Year Growth, Fourth Quarter 2014

Vendors	4Q14 Unit Shipments	4Q14 Market Share	4Q13 Unit Shipments	4Q13 Market Share	4Q14/4Q13 Growth
1. Dell	5,157,743	15.2%	4,968,112	14.0%	+3.8%
2. Samsung	4,299,545	12.7%	4,172,108	11.7%	+3.1%
3. HP	4,020,210	11.8%	4,265,663	12.0%	-5.8%
4. Lenovo	3,683,125	10.9%	3,604,718	10.1%	+2.2%
5. LG Electronics	3,128,175	9.2%	3,438,066	9.7%	-9.0%
All Vendors	13,653,061	40.2%	15,071,014	42.4%	-9.4%

Source: IDC Worldwide Quarterly PC Monitor Tracker, March 2015.

"For consumer-oriented vendors like Samsung and LG the holiday season helped fuel the sector. Shipments were also bolstered by high volumes of renewals for devices still running Windows XP in both the public and private sectors," the analyst says. "Geographically, W. Europe, the 2nd largest regional market in terms of units shipped, experienced year-over-year gain for the fourth consecutive quarter, recording 8.4% growth Q4 2014."

LED monitors make 97.6% of Q4 2014 shipments, a 7.9% Y-o-Y increase. 21.x-inch displays are the most popular with 22.5% Q4 2014 share, while monitors armed with TV tuners make

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5.8% of the 2014 market, a share IDC says will increase to 6.5% to 2015.

In the Q4 2014 vendor rankings, Dell leads with 15.2% share and shipments reaching 5.1m units with 3.8% Y-o-Y growth. Samsung follows with "record" growth in European markets, while HP comes 3rd as it ships 4m units and W. European growth reaching 9.5% Y-o-Y (even if it sees overall declines of -5.8% Y-o-Y).

As for the future, IDC forecast global Q1 2015 shipment declines reaching -10.4% Y-o-Y to 30.3m units, while full-year 2015 shipments should reach less than 103.5m units.

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