

IDC: "Slight" PC Monitor Decline in Q4 2018

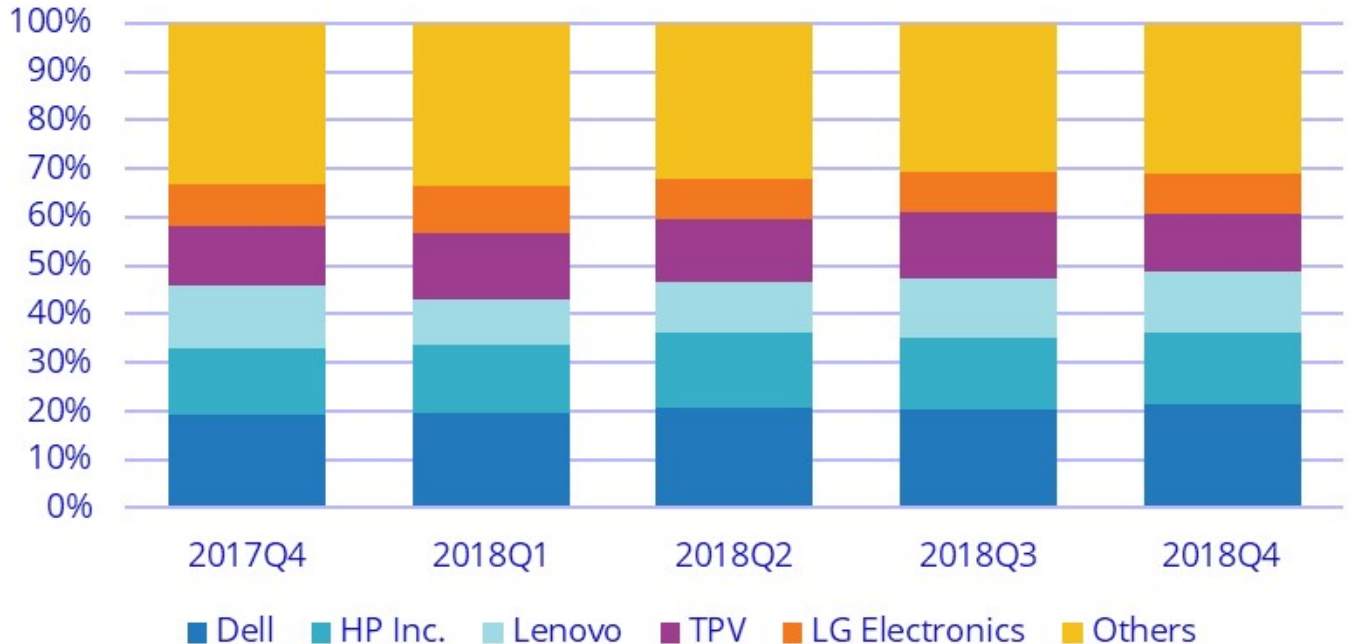
Written by Frederick Douglas
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The global PC monitor market sees a -2.1% Y-o-Y decline on shipments reaching 31.4 million units in Q4 2018, IDC reports, marking a change of pace after 4 consecutive quarters of annual growth.

The analyst predicts 2019 shipments will reach 118m, resulting in a Y-o-Y decline of -2.7% on Q4 2019 shipments to 30.5m units. By 2020, shipments should total around 114m units as the adoption of mobile devices at lower price points continues apace.



Worldwide Top 5 PC Monitor Companies, 2018Q4 Unit Market Share



Source: IDC 2019

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Curved monitors grow in popularity in Q4 2018, taking over 6.2% market share in Q4 2018 and growing by 27.1% Y-o-Y (or 15.4% Q-o-Q). IDC says the positive trend will continue as more vendors enter the curved space. The most popular monitor sizes are 21.5- and 23.8-inch, with 21.7% and 17.8% market share respectively.

Of the top 10 screen sizes, 23.8- and 27-inch see the most Y-o-Y growth in Q4 2018 at 40.6% and 17.2% respectively. Meanwhile monitors with TV tuners hold 3% Q4 2018 market share, down from 4.8% in Q4 2017. LG and Samsung lead the segment with a combined market share of 99.3%.

In terms of vendors, Dell retains top position in Q4 2018 with 21.6% share on shipments of over 6.7m units. The vendor sees strong growth in CEE (26.7% Y-o-Y) and W. Europe (23.6% Y-o-Y), and sees the most growth in 31.5- and 37.5-inch monitors. HP follows with shipments reaching over 4.5m, a 1.5% Y-o-Y increase resulting in 14.6% Q4 2018 market share.

Lenovo maintains 3rd place with 4.3% Q-o-Q growth on shipments of nearly 4m units. TPV sees both Y-o-Y (-5.6%) and Q-o-Q (-13.2%) declines, even as it makes "noteworthy" gains in W. Europe, with 2.4% Y-o-Y and 33.1% Q-o-Q growth. LG rounds the top 5 with shipments reaching 2.5m units, -8.5% Y-o-Y decline.

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