Written by Marco Attard
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The EMEA PC market remains "constrained as expected" in Q3 2012 according to IDC, as continued economic pressures within business space and competition with mobile devices within the consumer segment keep both supply chain and buyers cautious.

The analyst says July and Agust saw low EMEA sell-in levels (due to vendors focusing on leaner inventory levels) while boosting September shipments were new Windows 8 systems and an "attractive" ultrabook and ultra slim line up.

On a global level, the PC market continues to contract-- with Q3 2012 shipments declining by -8.6% Y-o-Y, below earlier IDC forecasts of a -3.8% drop. Contributors to the global shipment decline include pressures from mobile devices, Windows 8 uncertainties and a continually bleak economic outlook.

Top 5 Vendors, Worldwide PC Shipments, Third Quarter 2012 (Preliminary) (unit shipments in thousands)

Vendor	3Q12 Shipments	3Q12 Market Share	3Q11 Shipments	3Q11 Market Share	3Q12/3Q11 Growth
1. HP	13,946	15.9%	16,679	17.4%	-16.4%
2. Lenovo	13,824	15.7%	12,543	13.1%	10.2%
3. Dell	9,499	10.8%	11,039	11.5%	-14.0%
4. Acer Group	8,414	9.6%	9,307	9.7%	-9.6%
5. ASUS	6,381	7.3%	5,798	6.0%	10.0%
Others	35,732	40.7%	40,714	42.4%	-12.2%
All Vendors	87,795	100.0%	96,080	100.0%	-8.6%

Source: IDC Worldwide Quarterly PC Tracker, October 10, 2012

"The results show the vulnerability of PCs and the loss of mindshare among buyers who until recent years have flocked to back-to-school promotions in Q3" IDC remarks.

However the analyst remains hopeful, predicting Q4 2012 might return to growth thanks to "innovative new products and designs" hitting the holiday season shelves.

When it comes to vendors, HP remains on top despite a -16% Y-o-Y reduction in Q3 2012 shipments... not to mention reorganisation distractions, challenges in the integration of recent enterprise acquisitions and the lack of a clear strategy.

Lenovo registers the highest growth among all top vendors (10.2% Y-o-Y) through the building of channel partnership and key OEM acquisitions. Dell follows with a -14% drop in shipments due to "tepid" PC refresh activity in EMEA.

Acer also struggles to return to growth, with shipments dropping by -9.6% Y-o-Y as the low-price notebook market remains dim. Acer might return to growth in Q4 2012, should Windows 8 find popularity within ultrabooks and tablets.

Go PC market Struggles Ahead of Windows 8 (IDC)