

Gartner: Q4 W. European PC Market Declines by -11.7%

Written by Marco Attard
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According to Gartner Q4 2012 W. European PC shipments drop by -11.7% Y-o-Y to 15.3 million units, with declines across all PC segments as the market continues its shift towards tablets and mobile devices.

"The PC market in W. Europe is in a downward spiral," Gartner says. "In 2012, it experienced the 2nd consecutive year of decline, but less steeply than in 2011, when the PC market in W. Europe decreased -14%. The 2nd consecutive yearly decline indicates that the issues the PC market faces are beyond a weak economy, a poorly understood new OS, or Ultramobiles being priced too high to generate demand."

Mobile and desktop PC shipments drop by -12.1% and -10.9% respectively in Q4 2012, the professional segment drops by -4.9% (a less severe decline thanks to replacement purchases) and consumer shipments decline by -17.6% Y-o-Y.

HP remains the W. European market leader, even if it lost share in the mobile and home PC segments (leading to a -8.8% Y-o-Y drop in shipments), with 21.5% market share thanks to leadership within the desktop and professional markets.

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Western Europe: PC Vendor Unit Shipment Estimates for 4Q12 (Thousands of Units)

| Vendor | 4Q12 Shipments | 4Q12 Market Share (%) | 4Q11 Shipments | 4Q11 Market Share (%) | 4Q11-4Q12 Growth (%) |
|--------------|----------------|-----------------------|----------------|-----------------------|----------------------|
| HP | 3,294 | 21.5 | 3,612 | 20.8 | -8.8 |
| Acer Group | 1,752 | 11.4 | 2,095 | 12.1 | -16.4 |
| Lenovo | 1,744 | 11.4 | 1,416 | 8.1 | 23.2 |
| Asus | 1,721 | 11.2 | 1,879 | 10.8 | -8.4 |
| Dell | 1,341 | 8.7 | 1,718 | 9.9 | -21.9 |
| Others | 5,491 | 35.8 | 6,663 | 38.3 | -17.6 |
| Total | 15,343 | 100.0 | 17,383 | 100.0 | -11.7 |

Note: Data includes desk-based PCs and mobile PCs. Media tablets are excluded.

Source: Gartner (February 2013)

[Gartner Q4 2012 W. European PC Market Tracker](#)