

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](#)