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Consumer preference shifts to mobile devices and constrained commercial spending lead to further contraction in the EMEA PC market, IDC reports-- Q1 2013 shipments drop by -20.2% Y-o-Y to 21.8 million units.

Portable PC shipments total 13.6m units (with a -20.6% Y-o-Y decline) and desktops drop by -19.6% to 8.3m.

Such results cement earlier IDC and Gartner reports on the currently dismal outlook for the global PC market-- which the analysts attribute at least partly to Windows 8 making PCs "a less attractive alternative to dedicated tablets and other competitive devices."

Top 5 Vendors: Europe, Middle East, and Africa (EMEA) PC Shipments* 1Q13 (Preliminary) (000 Units)

Vendor	1Q12	1Q13	Share 1Q12	Share 1Q13	1Q13/1Q12 Growth
Hewlett-Packard	5,936	4,039	21.7%	18.5%	-31.9%
Lenovo	2,338	2,595	8.5%	11.9%	11.0%
Acer Group	3,411	2,374	12.5%	10.9%	-30.4%
Dell	2,673	2,228	9.8%	10.2%	-16.7%
ASUS	2,347	1,712	8.6%	7.9%	-26.8%
Others	10,645	8,869	38.9%	40.6%	-16.7%
Total	**27,349**	**21,823**	**100%**	**100%**	**-20.2%**

Source: IDC EMEA Quarterly PC Tracker, Preliminary Results, 1Q13, April 17, 2013

*PC shipments = desktop and notebooks.

IDC says "while the PC market continues to suffer from a shift to other devices, the current market expansion to a larger product portfolio and higher number of devices per person continues to support an increase in overall spending on total client devices, which grew by 15% in 2012 and will remain at double-digit in Q1 2013."

Shipment contraction remains "severe" in W. Europe with an overall -22.5% Q1 2013 Y-o-Y decline, making Q1 2013 the 3rd consecutive negative quarter. Almost all countries show double digit declines, with consumer market weakness strongly affecting S. Europe.

The commercial segment also continues to delay IT investments, while the public and education sectors in most countries remain under pressure from further cuts and austerity measures.

CEE and MEA also see significant declines-- the PC market in the two regions see a record -17.5% Y-o-Y decline on shipments reaching 10m units.

"The PC market is in a transition phase with a larger than ever choice in devices, form factors, and various operating system options." IDC remarks. "While apps, design, and branding but also prices in many cases, drive consumer choice, the commercial sector is carefully evaluating all those new options. New notebook technologies such as touch or ultrabook generate a lot of interest and traction, but high price points prompt many consumers or businesses to hold onto their current system longer."

When it comes to vendors HP leads in EMEA with 18.5% market share, even if shipments drop by -31.9% Y-o-Y due to weak consumer demand and an unfavourable comparison with a strong Q1 2012 (related to Q4 2011 shipment delays caused by HDD shortages).

Second placer Lenovo remains the only PC maker showing growth (11% Y-o-Y) in a depressed market, driven by consumer expansion in key territories and a strong commercial market focus.

Acer ranks third through an expanded product portfolio, while Dell climbs back to 4th place as it manages to turn limited consumer market exposure into an advantage.

Portable PC declines directly impact Acer, even if it manages to drive incremental desktop growth.

Go IDC EMEA PC Market Tracker

Go IDC and Gartner Agree on Steepest PC Decline Yet