IDC: PC Shipments Drop Below 2009 Levels

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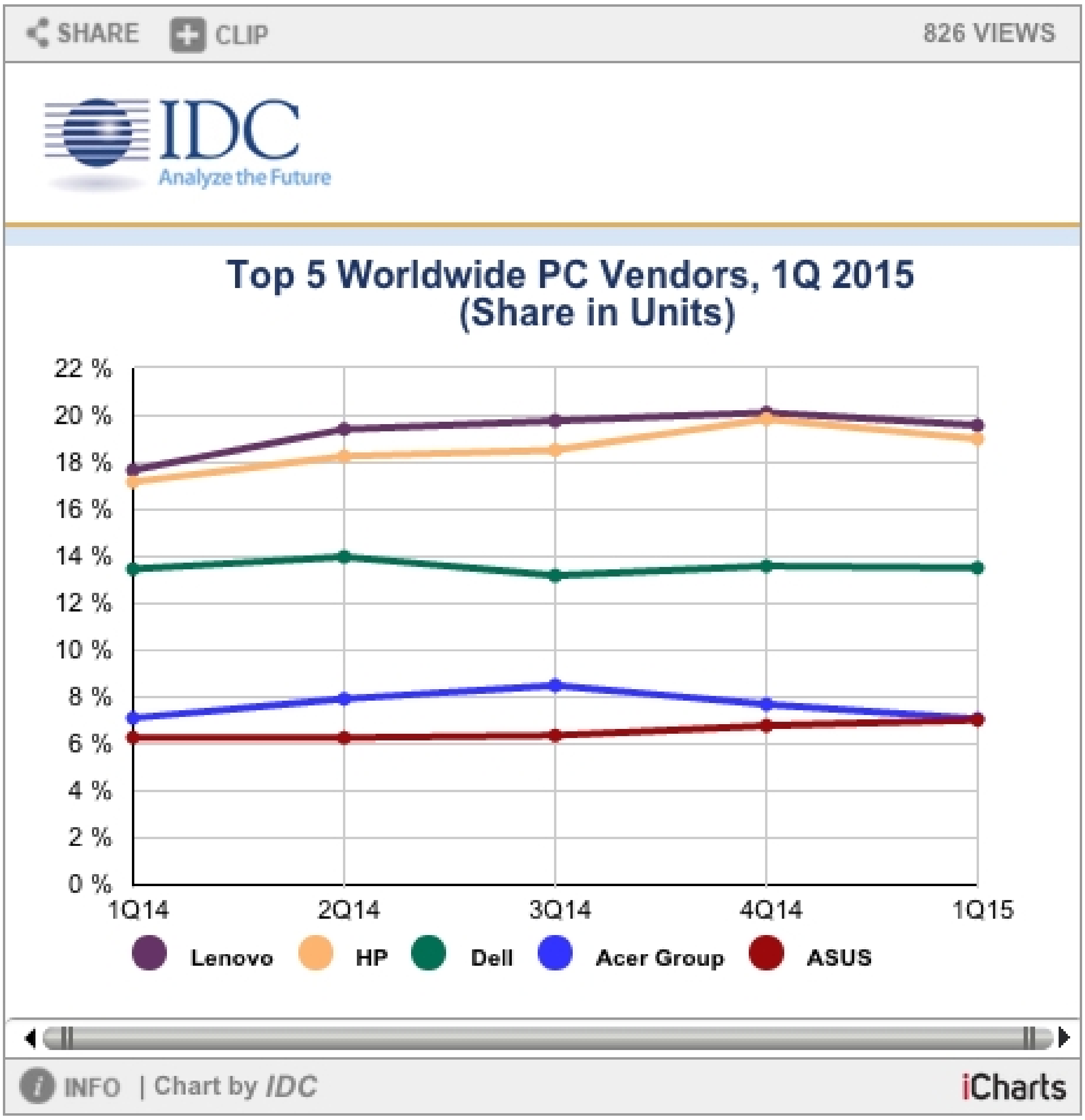
IDC reports global Q1 2015 PC shipments total 68.5 million units with -6.7% Y-o-Y decline-- the lowest recorded volume since Q1 2009, if still "slightly ahead of previous projections" according to the analyst.

Such declines are due to multiple factors, including inventory build-up of Windows Bing-based notebooks, post-XP refresh commercial slowdown and constrained demand caused by currency fluctuation and unfavorable economic indicators.



As a result, EMEA sees shipment declines and rising ASPs, not to mention a difficult Y-o-Y comparison following the end of support for Windows XP.

"Although shipments did exceed an already cautious forecast, the market unfortunately remains heavily dependent on pricing being a major driver, with entry SKU volume masking a still tenuous demand for higher priced systems that is needed to sustain a more diverse PC ecosystem. Pricing pressure is bringing many premium SKUs into formerly mid-level pricing tiers," the analyst says. "As more vendors find it increasingly difficult to compete, we can expect additional consolidation in the PC market."

Lenovo remains on top of IDC Q1 2015 the global vendor rankings, as it ships 13.4m units with 3.4% Y-o-Y growth. The company is closing the gap with the competition in EMEA, and even managed to beat Apple to the 3rd place in the US.

HP follows with shipments growing by 3.3% Y-o-Y to 13m units thanks to "resilient" EMEA and US growth, wile Dell comes 3rd as shipments decline by -6.3% Y-o-Y to 9.2m units, making Q1 2015 its first negative quarter since Q2 2013.

Rounding off the top 5 in an effective tie are Acer and Asus.

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