

Gartner: Q1 2016 EMEA PC Shipments Down by -10%

Written by Marco Attard
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EMEA PC shipments total 19.5 million units in Q1 2016, Gartner reports-- a -10% Y-o-Y decline reflecting similar results seen on a global scale, with shipments dropping by -9.6% Y-o-Y to 64.8m.

Table 1
Preliminary Worldwide PC Vendor Unit Shipment Estimates for 1Q16 (Thousands of Units)

Company	1Q16 Shipments	1Q16 Market Share (%)	1Q15 Shipments	1Q15 Market Share (%)	1Q16-1Q15 Growth (%)
Lenovo	12,484	19.3	13,458	18.8	-7.2
HP Inc.	11,408	17.6	12,537	17.5	-9.0
Dell	9,145	14.1	9,182	12.8	-0.4
Asus	5,365	8.3	5,288	7.4	1.5
Apple	4,611	7.1	4,563	6.4	1.0
Others	21,764	33.6	26,657	37.2	-18.4
Total	64,776	100.0	71,687	100.0	-9.6

Notes: Data includes desk-based PCs, notebook PCs and ultramobile premium. All data is estimated based on a preliminary study. Final estimates will be subject to change. The statistics are based on shipments selling into channels.

Source: Gartner (April 2016)

"The deterioration of local currencies against the U.S. dollar continued to play a major role in PC shipment declines," the analyst says. "Our early results also show there was an inventory buildup from holiday sales in Q4 2015."

W. Europe sees stable consumer demand in Germany in the UK, even if shipments are down in France. Meanwhile large organisations are testing and evaluating Windows 10, and Gartner forecasts "major deployment" will start at end 2016.

When it comes to the Q1 2016 global vendor rankings, Lenovo continues to lead despite a -7.2% Y-o-Y decline leading to shipments reaching 12.5m units. The split-up HP follows with a -9% Y-o-Y shipment decline reflecting efforts in high-end sales leading to a drop in shipments.

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Third-placing Dell shows better performance than the industry average with Q1 2016 declines of just -0.4%, even if the company sees losses in EMEA, Asia/Pacific and Latin America. In fourth and fifth place are Asus and Apple respectively, with Apple being the only company seeing growth on a global basis (of 1% Y-o-Y).

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