Written by Marco Attard
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Gartner reports Q1 2016 EMEA PC shipments are down by -10% Y-o-Y to 19.5 million units-- a decline similar to the -9.6% Y-o-Y global decline and one split regionally between W. Europe and the rest of the region.

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

Company	1Q16 Shipments	1Q16 Market Share (%)	1Q15 Shipments	1Q15 Market Share (%)	1Q16-1Q15 Growth (%)
HP Inc.	4,372	22.4	4,482	20.7	-2.5
Lenovo	3,671	18.8	4,199	19.4	-12.6
Asus	2,130	10.9	2,050	9.5	3.9
Dell	1,938	9.9	2,097	9.7	-7.6
Acer Group	1,532	7.8	2,080	9.6	-26.4
Others	5,875	30.1	6,776	31.2	-13.3
Total	**19,517**	**100.0**	**21,684**	**100.0**	**-10.0**

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)

For example, the UK and Germany see stable consumer PC shipments, while French consumers would rather buy HDTVs and media peripherals instead of PCs. On the other hand professional desktop and notebook shipments are in decline as business buyers are still to decide whether to deploy Windows 10 or not, leading to "delayed major deployments."

Moving on the E. Europe, the region was impacted by the "significant" economic challenges seen in Russia and Ukraine, dropping oil prices hitting the ruble-US dollar exchange rate and a combination of extended Christmas and New Year holidays. As for MEA, economic and political instability in the M. East remains a negative factor.

Gartner points out the market does see a point of growth in both professional and consumer markets-- thin and light notebooks with detachable keyboards. Gaming notebook shipments are also on the up, but the two segments are not enough to offset the steep declines seen elsewhere.

"All of these factors combined put heavy pressure on the demand for new PCs across EMEA," the analyst remarks. "In addition, the caution of PC buyers in EMEA will likely continue into Q2 2016. PC vendors must react quickly to varied trends among the professional and consumer segments, and fast-changing market conditions. The structure of the devices market and user purchasing behavior has fundamentally changed the dynamics of the PC market."

The vendor rankings see HP performing better in EMEA than globally-- so much so it increased Q1 2016 market share (reaching 22.4%, up from 20.7% in Q1 2015) to beat Lenovo to the top spot despite shipment declines of -2.5% Y-o-Y. Second place Lenovo sees shipment declines of -12.6%, with Asus following as the only vendor with shipment growth (of 3.9% Y-o-Y) for the quarter. In the fourth and fifth places are Dell and Acer respectively.

Go [Gartner Says EMEA PC Shipments Declined 10% in Q1 2016]