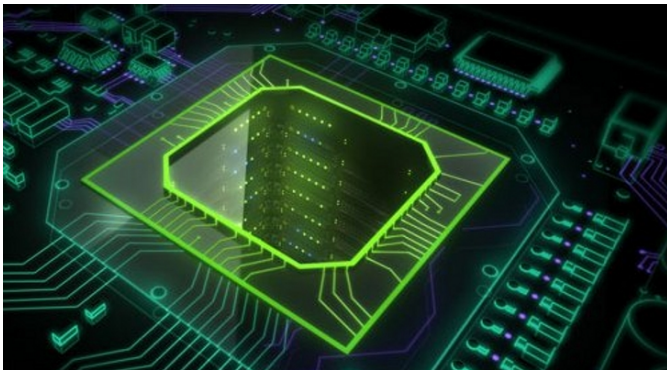


Overall GPU shipments show 20.4% Q-o-Q growth on Q3 2016, even if seen on a Y-o-Y basis shipments remain essentially flat (with a 0.3% increase), Jon Peddie Research reports, a reflection of the PC market during the same period.



GPUs make for a good indicator of the state of the PC market, since a GPU goes in every system before shipment. In fact, JPR says Q3 2016 PC shipments are up by 8.09% Q-o-Q and down by -5.37% Y-o-Y.

Driving the Q-o-Q growth are gaming desktops and notebooks, as well as datacentres. The analyst hopes gaming machines, being high ASP systems, will help offset the slowdown in overall PC shipments. However such systems only contribute "a few million unit shipments" on an annual basis, less than the decline of the total PC market.

That said, the gaming segment still delivers growth for PC markets, and should continue doing so in the future thanks to a growing content ecosystem and the promise of virtual reality.

All vendors see Q-o-Q growth, with Nvidia shipments growing by 39%, AMD by 15% and Intel by 18%. All three market leaders released new products during H1 2016 while the channel and OEMs sold off older inventory, and Q3 has the channel and OEMs restock for the holiday season with what JPR describes as "enthusiasm indicating a bullish attitude." Such an attitude indicates anticipation of strong demand for Q4 2016.

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