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EMEA PC shipments stabilise in Q4 2016, IDC reports, reaching 20.7 million units with a close-to-zero (-0.2%) Y-o-Y decline in good part thanks to relatively strong shipment notebook growth of 2.9% Y-o-Y.

Top 5 Vendors: Europe, the Middle East, and Africa (EMEA) Traditional PC Shipments*

2016Q4 (Preliminary) (000 Units)

Vendor	2015Q4 Shipments	2016Q4 Shipments	2015Q4 Share	2016Q4 Share	2015Q4-2016Q4 Growth
HP	4,957	5,276	23.9%	25.5%	6.4%
Lenovo	4,026	4,357	19.4%	21.1%	8.2%
Dell	2,106	2,302	10.2%	11.1%	9.3%
ASUS	2,220	2,074	10.7%	10.0%	-6.6%
Acer Group	1,712	1,852	8.3%	9.0%	8.2%
Others	5,692	4,800	27.5%	23.2%	-15.7%
Total	**20,713**	**20,662**	**100.0%**	**100.0%**	**-0.2%**

Source: *IDC EMEA Quarterly PC Tracker*, Preliminary Results, 2016Q4, January 2017

Notebook performance is good across all EMEA regions in Q4 2016-- W. Europe sees 2.7% Y-o-Y growth, while CEMA sees 3.3%. Driving such demand is the commercial market, where shipments are up by 10.1% in W. Europe and 1.2% in CEMA. The consumer markets in CEMA and MEA also want notebook (leading to respective shipment growth of 4.4% and 5.8%), while W. Europe sees a decline of -2.4%, less than what IDC was expecting.

However desktop PCs continue to fall during the quarter, with an EMEA decline of 6.9% due to weak consumer demand.

When it comes to overall 2016, shipments are down by 6.1% from 2015 to 71.6m. Notebooks outperform desktops throughout the year thanks to strong commercial demand (specifically via ultraslims and Chromebooks) even if Windows 10 failed to drive extensive renewals.

"The traditional PC market registered an impressive performance in Q4 2016, and markets are clearly stabilising in EMEA after a challenging year 2015," the analyst remarks. "Both businesses and consumers leveraged year-end promotions to purchase notebooks and demand for new solutions was strong ahead of price increase expected in the upcoming quarters."

Top 5 Vendors: Europe, the Middle East, and Africa (EMEA) Traditional PC Shipments*

2016 (Preliminary) (000 Units)

Vendor	2015 Shipments	2016 Shipments	2015 Share	2016 Share	2015-2016 Growth
HP	17,937	18,285	23.5%	25.5%	1.9%
Lenovo	15,213	14,617	20.0%	20.4%	-3.9%
Dell	8,138	8,014	10.7%	11.2%	-1.5%
ASUS	7,164	7,490	9.4%	10.5%	4.6%
Acer Group	6,716	6,238	8.8%	8.7%	-7.1%
Others	21,089	16,954	27.7%	23.7%	-19.6%
Total	**76,257**	**71,598**	**100.0%**	**100.0%**	**-6.1%**

Source: *IDC EMEA Quarterly PC Tracker*, Preliminary Results, 2016Q4, January 2017

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