

Further Decline for EMEA PC Market

Written by Marco Attard
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The EMEA PC market continues declining all through Q2 2011, as high inventory levels prevent stronger sell-in, according to IDC's WW Quarterly PC tracker.

W.Europe remains the most troubled, as cannibalisation from tablets and smartphones weaken customer demand-- and the slow stock depletion that goes with it.



The market fares better in CEE and MEA, with both regions going through "positive" overall market growth.

On a global basis, WW PC shipments increase by 2.6% Y-o-Y in Q2 2011, falling short of IDC's earlier forecasts of 2.9% Y-o-Y growth-- representing what IDC describes as a "hangover" from 2010's growth (of over 20%), competition from other devices (smartphones and tablets, primarily) and generally still lackluster economic conditions.

When it comes to vendors, HP remains at the top, with 18.1% market share and 3% Y-o-Y growth-- with good growth in EMEA and other key emerging markets.

Following is Dell, with 2.8% growth and 12.9% market share, managing to slow declines in key markets when compared to Q1 2011. Meanwhile Lenovo beat Acer to the 3rd spot, thanks to its channel expansion into markets outside of its home Asia/Pacific.

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At the 5th spot is Asis, growing by 6% and overtaking Toshiba-- with IDC saying its mainstream notebooks are doing very well in emerging markets.

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