

## Gartner: Q3 2011 EMEA Market Remains Weak

Written by Marco Attard  
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EMEA PC shipments total 26.6M units in Q3 2011 according to Gartner-- a -2.9% Y-o-Y decline, the 3rd consecutive decline for the market.

Consumer demand remains weak in, with lower sell-in to the channel.

Gartner says Q-o-Q growth provides a better picture of the market due to the current uncertain environment-- in which case the market shows 17.1% Q-o-Q growth, higher than seasonally expected and a sign of potential stability after 4 weak quarters.

### Preliminary EMEA PC Vendor Unit Shipment Estimates for 3Q11 (Units)

Company	3Q11 Shipments	3Q11 Market Share (%)	3Q10 Shipments	3Q10 Market Share (%)	3Q10-3Q11 Growth (%)
HP	5,355	20.1	5,206	19.0	2.9
Acer Group	3,615	13.6	5,955	21.7	-39.3
Asus	2,686	10.1	2,370	8.7	13.3
Dell	2,390	9.0	2,450	8.9	-2.4
Lenovo	1,971	7.4	1,612	5.9	22.2
Others	10,574	39.8	9,799	35.8	7.9
<b>Total</b>	<b>26,591</b>	<b>100.0</b>	<b>27,393</b>	<b>100.0</b>	<b>-2.9</b>

Note: Data includes desk-based PCs, mobile PCs, including mini-notebooks but not media tablets such as the iPad. Final estimates will be subject to change. Lenovo shipments include NEC shipments, but not Medion's shipments.  
Source: Gartner (October 2011)

Acer keeps on pulling the market average down-- "The impact on the market of Acer's difficulties is clear," Gartner says, as Acer continues suffering from poor performance and prolonged inventory clearance, declining by -39.3% Y-o-Y and holding 13.6% share of the Q3 2011 market.

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HP beats Acer and becomes top EMEA PC vendor, with 20.1% market share and shipments totalling 5.3M with 2.9% Y-o-Y growth. Gartner remarks "HP managed the impact of separating its PC division better than we had expected."

Asus overtakes Dell to 3rd place, with shipments totalling 3.6M (with 13.3% Y-o-Y growth) thanks to increased mobile PC sales in both consumer and SMB markets. Dell follows with 7.4% market share, shipments totalling 2.4M units and declines of -2.4% Y-o-Y.

Lenovo is 5th with strong performance in both enterprise and consumer markets, growing by 22.2% Y-o-Y with shipments reaching 2M units.

Gartner concludes many PC vendors were hoping tablet shipments would boost their H2 2011 growth-- but with the collapse of non-Apple tablet market, most are going back to pushing PCs to retailers. However retailers remain cautious, shortening order lead times and passing more costs to PC vendors in a period where margins are under pressure.

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