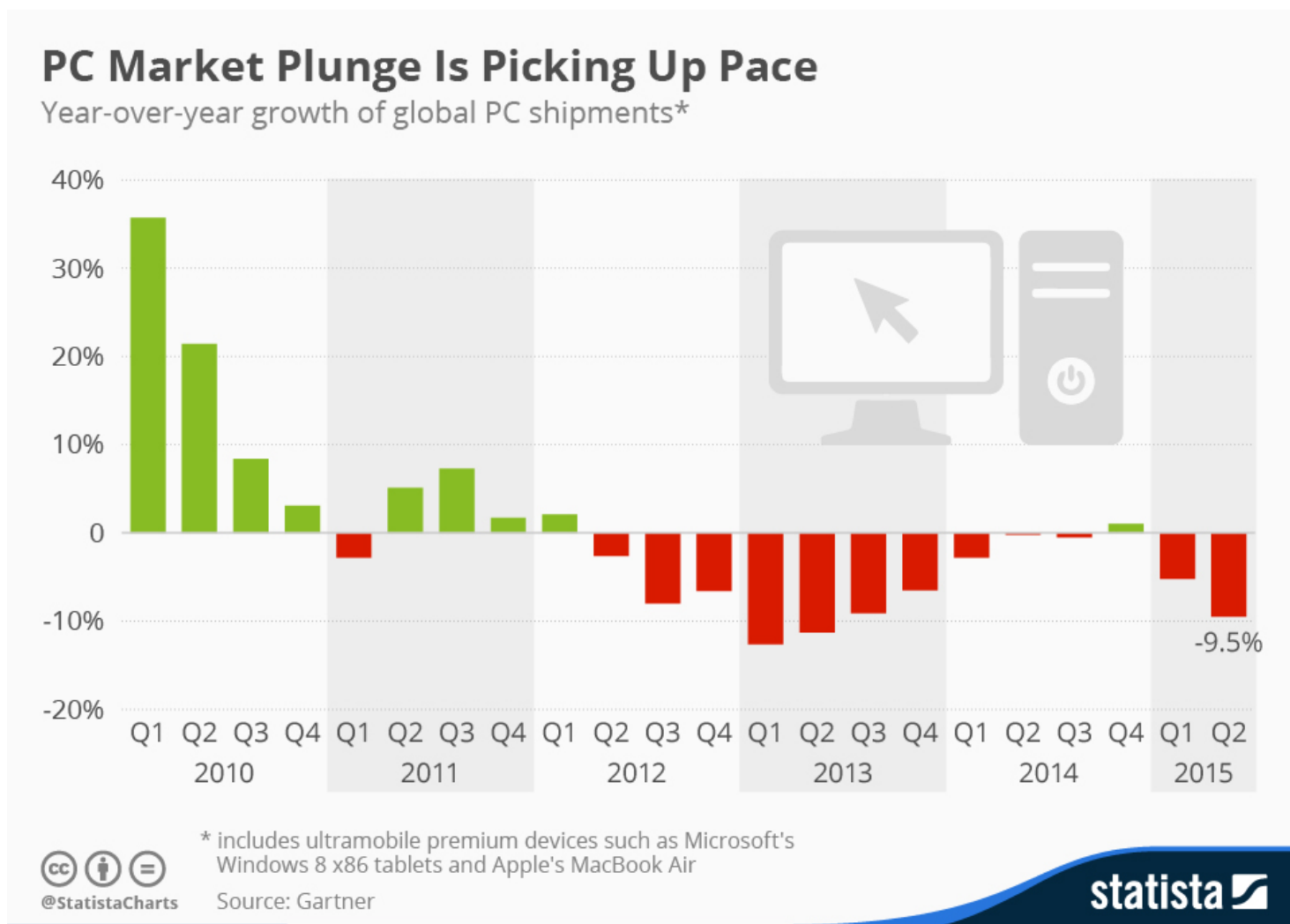


PC Market Returns to Slump

Written by Marco Attard
16 July 2015

The PC market's recent return to growth was but a blip in between periods of decline, Gartner suggests, as global Q2 2015 shipments drop by 9.5% Y-o-Y to 68.4 million units, the steepest shipment decline since Q3 2013.



As the Statista chart shows, the PC market has been seeing falling shipments since Q2 2012, with only Q4 2014 showing a brief moment of growth. No wonder Gartner projects 2015 PC shipments will drop by 4.4%, even if it also insists the market will return to "slow and steady" growth come 2016.

"The price hike of PCs became more apparent in some regions due to a sharp appreciation of

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the US dollar against local currencies," the analyst says. "The price hike could hinder PC demand in these regions. Secondly, the WW PC market experienced unusually positive desk-based growth last year due to the end of Windows XP support. After the XP impact was phased out, there have not been any major growth drivers to stimulate a PC refresh. Lastly, the Windows 10 launch scheduled for Q3 2015 has created self-regulated inventory control. PC vendors and the channels tried clearing inventory as much as possible before the Windows 10 launch."

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 2Q15 (Thousands of Units)

Company	2Q15 Shipments	2Q15 Market Share (%)	2Q14 Shipments	2Q14 Market Share (%)	2Q15-2Q14 Growth (%)
Lenovo	13,456.9	19.7	14,440.4	19.1	-6.8
HP	11,924.2	17.4	13,174.3	17.4	-9.5
Dell	9,587.9	14.0	10,082.1	13.3	-4.9
Asus	4,652.6	6.8	5,183.0	6.9	-10.2
Acer Group	4,558.0	6.7	5,710.6	7.6	-20.2
Others	24,220.7	35.4	26,978.4	35.7	-10.2
Total	68,400.3	100.0	75,568.8	100.0	-9.5

Notes: Data includes desk-based PCs, notebook PCs and ultramobile premium (see ["Market Definitions and Methodology: Consumer Devices"](#)). 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. Numbers may not add up to totals shown because of rounding.

Source: Gartner (July 2015)

On a vendor basis Lenovo remains on top of the global rankings, even if it sees first shipment declines (-6.8% Y-o-Y) since Q2 2013 due to a tough time in EMEA, Latin America and Japan. HP follows with similar (-9.5%) declines after 5 consecutive quarters of growth, with "steep" EMEA declines possibly caused by currency impact and tight inventory controls.

Dell comes 3rd with shipments reaching 9.5m, a less severe -4.9% Y-o-Y declines partially attributed to a lower presence in the consumer market, leading to a lesser impact from pre-Windows 10 launch inventory control.

Go [Gartner Says WW PC Shipments Declined 9.5% in Q2 2015](#)

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Go [PC Market Plunge is Picking Pace \(Statista\)](#)