

## Gartner: PCs Show "Relative" Revival

Written by Marco Attard  
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According to Gartner combined PC, tablet, ultramobile and mobile phone shipments will reach 2.4 billion in 2014, a 4.2% increase over 2013 with PC showing a "relative" revival as tablet shipments slow down.

"2014 will be marked by a relative revival of the global PC market," the analyst says. The PC market (covering desktops, notebooks and ultramobiles) saw 2013 declines of -9.5% , but will recover somewhat to shrink by -2.9% in 2014.

### Worldwide Device Shipments by Segment (Thousands of Units)

| Device Type                               | 2013             | 2014             | 2015             |
|---|------------------|------------------|------------------|
| Traditonal PCs (Desk-Based and Notebook)  | 296,131          | 276,221          | 261,657          |
| Ultramobiles, Premium                     | 21,517           | 32,251           | 55,032           |
| <b>PC Market Total</b>                    | <b>317,648</b>   | <b>308,472</b>   | <b>316,689</b>   |
| Tablets                                   | 206,807          | 256,308          | 320,964          |
| Mobile Phones                             | 1,806,964        | 1,862,766        | 1,946,456        |
| Other Ultramobiles (Hybrid and Clamshell) | 2,981            | 5,381            | 7,645            |
| <b>Total</b>                              | <b>2,334,400</b> | <b>2,432,927</b> | <b>2,591,753</b> |

Source: Gartner (June 2014)

"Business upgrades from Windows XP and the general business replacement cycle will lessen the downward trend, especially in W. Europe," Gartner continues. "This year, we anticipate nearly 60 million professional PC replacements in mature markets."

On the other hand tablets are to see "relative" slowdown in 2014, with shipments growing by 23.9% to 256m units as lower price points, not superior functionality, drive the next wave of adoption.

As for mobile phones, 2014 shipments should reach 1.9 billion units with 3.1% growth. Gartner says smartphones will "continue to do well", making 66% of global 2014 mobile sales before

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taking over 88% of the market by 2018.

Moving on to operating systems, Android and iOS drive growth with 30% and 15% respective increases in user base in 2014.

"We expect the announcement of the new Apple iPhone 6 will attract pent-up demand for users who want a larger screen," Gartner concludes. "Windows phones will exhibit strong growth from a low base in 2014, and are projected to reach a 10% market share by 2018— up from 4% in 2014."

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