

Gartner: Hybrid PCs on the Up

Written by Marco Attard
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Global hybrid device shipments are to reach 21.5 million in 2015 Gartner reports, a 70% increase over 2014 as customers find the combination of portability, productivity and flexibility increasingly attractive.



The "hybrid" category covers ultramobile/2-in-1 tablets and so-called hybrid ultramobiles (2-in-1 detachables and convertibles). According to the analyst hybrid ultramobiles are the fastest growing mobile PC segment, with 77% shipment growth on 2015 shipments reaching 13.5m units. Meanwhile ultramobile tablet shipments should reach 8m.

Gartner adds hybrids account for 12% of 2015 mobile PC shipments, a figure set to reach 26% in 2019. The device category has seen non-stop growth since 2012, and as such 2019 sales are expected to reach 58m, up from 12.6m in 2014.

Interestingly a Q3 2014 survey of involving 21000 respondents from 5 countries (Germany, India, Brazil, China and the US) suggests 11% of tablet users, 10% of desktop PC users and 8% of notebook users are considering replacing their current device with a hybrid in the next 2 years. Hybrids are less popular in enterprise space, but Gartner believes the situation will change once migration to Windows 10 provides a better user experience complete with touch, voice and universal Windows apps.

In the 2014 vendor rankings Asus (maker of the first 2-in-1 ultramobile) is on top with 41% market share and shipments reaching 3.1m units with 263% growth. Lenovo follows with 1.9m shipments, a 331% increase thanks to strong growth in W. Europe and the US.

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HP is the 3rd largest hybrid vendor (up from 7th place in 2013), with shipments reaching 800000 units. Microsoft comes 4th through the Surface, a device Gartner classifies as a tablet ultramobile.

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