

Canalys: Lenovo Beats Apple in PCs, Tablets

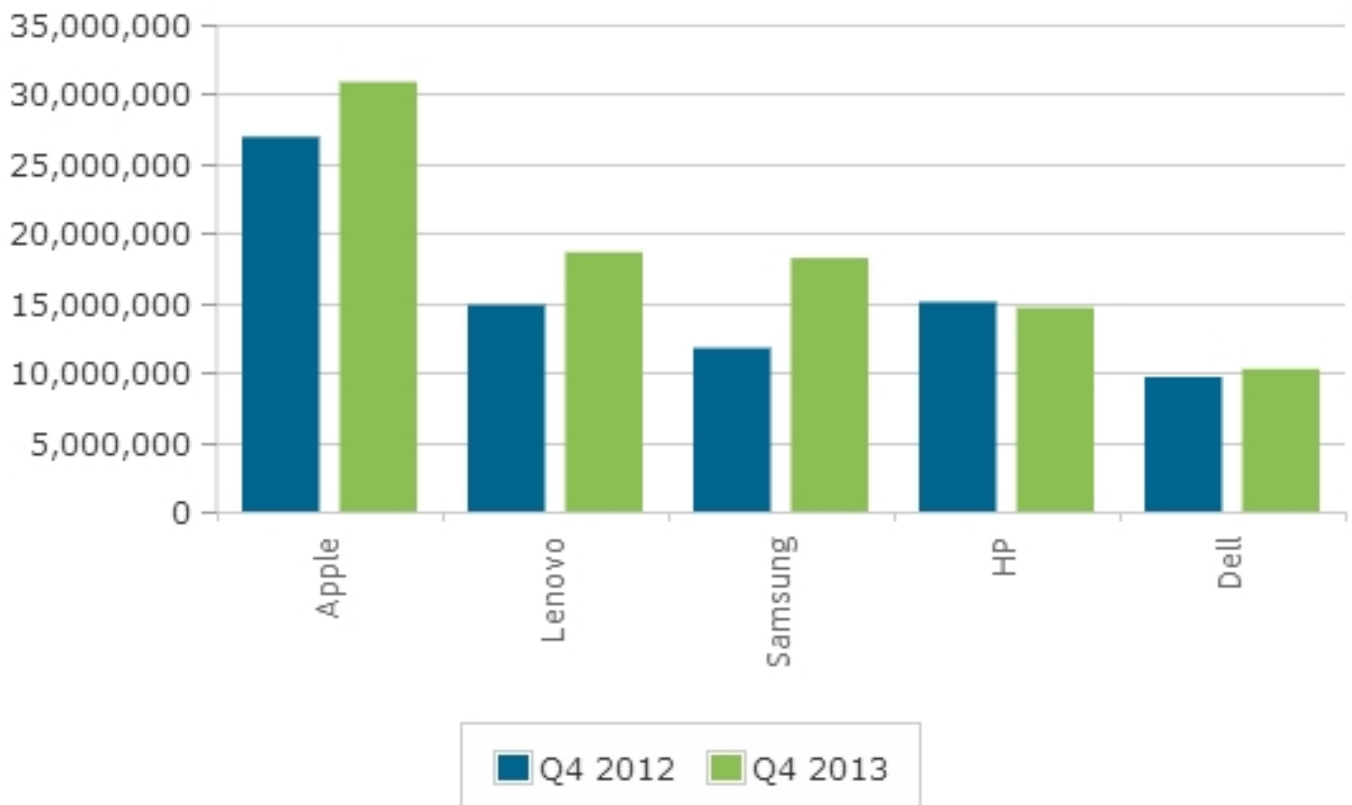
Written by Marco Attard
12 August 2015

According to Canalys Q2 2015 sees Lenovo beat Apple in PC shipments-- a position Apple has held since Q3 2014-- as the Chinese company ships 24000 more PCs than the iPad maker, taking over 15% market share.

One has to keep in mind the analyst counts tablets together with notebooks and desktops as PCs, unlike other analysts (such as Gartner and IDC) insisting tablets make a separate device category.



PCs including tablets, Worldwide, units by vendor, Q4 2012 and Q4 2013



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As such, global Q2 2015 PC (and tablet) shipments total 109.2 million units with 12% Y-o-Y declines caused by double-digit drops in desktop, notebook and tablet shipments. The vendor rankings have Lenovo followed by Apple, HP, Dell and Samsung.

"Apple and Lenovo lead the market in their home countries of the US and China respectively. But Apple is heavily reliant on WW iPad shipments, which totaled 10.9m units this quarter. iPads represented 70% of Apple's total PC shipments in Q2, and these shipments have been falling year on year since peaking in Q4 2013." Canalys says. 'Lenovo controls almost 30% of the Chinese PC market and is steadily building its share in the US. With a more diverse product portfolio, Lenovo is in a stronger position than Apple to cement its lead in the market. But it is not without its own challenges, and has recently had to take steps to clear a significant build-up of PC inventory in EMEA."

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