Gartner: Flat Device Shipments for 2017!

Written by Marco Attard

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Gartner has no good news for the year in the global device market-- combined PC, tablet, ultramobile and mobile phone shipments appear destined to remain flat, reaching 2.3 billion, the same amount as 2016 estimates.

Worldwide Devices Shipments by Device Type, 2016-2019 (Millions of Units)

Device Type	2016	2017	2018	2019
Traditional PCs (Desk-Based and Notebook)	219	205	198	193
Ultramobiles (Premium)	49	61	74	85
PC Market	**268**	**266**	**272**	**278**
Ultramobiles (Basic and Utility)	168	165	166	166
Computing Devices Market	**436**	**432**	**438**	**444**
Mobile Phones	1,888	1,893	1,920	1,937
Total Devices Market	**2,324**	**2,324**	**2,357**	**2,380**

Note: The Ultramobile (Premium) category includes devices such as Microsoft Windows 10 Intel x86 products and Apple MacBook Air.
The Ultramobile (Basic and Utility Tablets) category includes devices such as Apple iPad and iPad mini, Samsung Galaxy Tab S2, Amazon Fire HD, Lenovo Yoga Tab 3, and Acer Iconia One.
Source: Gartner (January 2017)

In addition, traditional device shipments are only projected to start growing in 2018, thanks to a "small increase" in ultramobiles and mobile phone shipments. The PC market will see a replacement cycle by 2018 to return to some growth, thanks to attractive premium ultramobile functionality and price points. In the meantime smartphones will also grow, if through customers in emerging markets replacing what is essentially their main computing device.

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"As well as declining shipment growth for traditional devices, average selling prices are also beginning to stagnate because of market saturation and a slower rate of innovation," the analyst adds. "Consumers have fewer reasons to upgrade or buy traditional devices. They are seeking fresher experiences and applications in emerging categories such as head mounted displays (HMDs), virtual personal assistant (VPA) speakers and wearables."

The sale of emerging devices sounds good and all, but Gartner warns these require a shift from the hardware-focused approach-- instead a richer value-added approach is required, since service-led approaches are becoming increasingly crucial. As a result vendors need to team up with service providers, since they lack the expertise to deliver service offerings themselves.

Go [Gartner Forecast PCs, Ultramobiles and Mobile Phones WW 2013-2020 Q4 2016 Update](#)