

IDC: Newer PC Form Factors Show "Signs of Growth"

Written by Marco Attard
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According to IDC, global shipments of personal computing devices (PCDs)-- namely traditional PCs and tablets-- are to reach 392.5 million units, a -3% decline, a trend expected to continue until at least 2023.

The analyst predicts 2023 shipments will reach 367.7m units at a CAGR of -1.6%.

Personal Computing Device Forecast, 2019 - 2023 (shipments in millions)					
Product	2019 Shipments*	2019 Share*	2023 Shipments*	2023 Share*	2019 - 2023 CAGR*
Convertible Notebook + Detachable Tablet (2-in-1s)	39.7	10.1%	47.6	12.9%	4.6%
Desktop + Desktop & Datacenter Workstation	89.1	22.7%	78.7	21.4%	-3.1%
Slate Tablet	113.9	29.0%	95.1	25.9%	-4.4%
Traditional Notebook + Mobile Workstation	72.4	18.4%	49.3	13.4%	-9.1%
Ultralim Notebook (under 21mm z-height)	77.4	19.7%	97.0	26.4%	5.8%
Grand Total	392.5	100.0%	367.7	100.0%	-1.6%
Source: IDC Worldwide Quarterly Personal Computing Device Tracker, June 3, 2019					

That said, the dollar value of the 2019 market is set to remain "roughly flat" at \$237 billion despite the unit decline. This is due to a 2.6% increase in ASPs for the entire market brought about by new technologies such as thinner bezels on notebook screens, as well as ongoing demand for high-end gaming PCs. In addition, the commercial segment is set to bring an uplift for 2019 ASPs as many enterprises are replacing PCs before the early 2020 end of Windows 7 support.

"Many enterprises are also looking to modernise their workforce by deploying ultralim notebooks and 2-in-1 form factors," IDC says. "Not only are these devices expected to mobilise the workforce, but providing more brand and form factor options has proven successful at bringing younger talent into the work force."

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On the consumer side, the market remains on the downslide with 2019 shipments dropping by -6%, and throughout the 5-year forecast with a CAGR of -2.7%. Traditional notebooks and slate tablets continue to drag the segment, as consumers are migrating to newer, thinner form factors with, more often than not, a 2-in-1 option.

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