

W.W. PC Market Grows Thanks to Tablets

Written by Marco Attard
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Canalys reports the global PC industry shows growth of 19% in Q4 2010 over Q4 2009-- since if one counts tablets as PCs.

W. Europe's PC market shows 10.7% growth-- while C. and E. Europe show 38.4% growth.

In fact the analyst says the majority of Q4 market growth is thanks to rising tablet demand. The analyst says that while tablets are not attractive to first-time or low-income buyers, they are increasingly popular as additional computing devices.

Canalys urges vendors to recognize tablets as "an integral new component of the overall PC landscape"-- incorporating tablet device (as in touchscreen devices with screens over 7" in size) shipments in its market reports (unlike a number of other analysts).

Worldwide total PC shipments Market shares Q4 2010, Q4 2009					
Vendor	Q4 2010 shipments (million)	% share	Q4 2009 shipments (million)	% share	Growth Q4'10/Q4'09
Total	105.8	100.0%	88.8	100.0%	19.2%
HP	18.7	17.7%	18.2	20.5%	2.9%
Acer	13.6	12.8%	12.5	14.0%	8.8%
Apple	11.5	10.8%	3.4	3.8%	241.0%
Dell	11.4	10.8%	10.3	11.6%	10.6%
Lenovo	9.6	9.1%	7.8	8.8%	22.3%
Others	41.1	38.8%	36.6	41.3%	12.1%

Source: Canalys estimates, © Canalys 2011
Note: includes all desktop, netbook, notebook, pad and industry-standard server PCs

Apple gets to the W.W. market's 3rd place in Canalys' report, with 10.8% market share and 241% growth over Q4 2009 (thanks to impressive iPad and Mac sales). Apple benefits from tablets, just as Acer, Samsung and Asus did before with netbooks.

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Meanwhile HP (17.7% market share) and Acer (12.8%) retain the W.W. market's top 2 positions.

As for Q1 2011, Canalys predicts substantial consumer inventory build-up-- and significant retail discounting. This is due to Intel's upcoming refresh, as well as rising VAT levels across 5 countries (Poland, Latvia, Slovakia, Switzerland and the UK).

Go [Canalys Reports Global PC Market Growth in Q4 2010](#)