

Slow Recovery for Europe's IT Market

Written by Marco Attard
04 May 2011

The Global Technology Distribution Council (GTDC) says 2010 hardware sales recovery is slower in Europe than the US, according to data aggregated by CONTEXT, even if it also says its members are "generating solid overall financial performance".



The slow European recovery is due to greater seasonal fluctuations, as well as the region's diverse economies moderating total regional results. The GTDC says IT distributor sales are trending higher in northern countries while trending lower further south.

To track down market recover the GTDC has a PC Market index for each region, based on sales, unit volumes and ASP ratios from the Q1 2009 downturn up to Q1 2011 (where the PC Market category includes products ranging from desktops and notebooks to workstations and servers).

This PC Market index shows 7 recovery points for the European territory (compared to 37 in the US) for Q1 2011.

The GTDC will reveal more details following its upcoming 10th May investors' conference.

Go [IT Sales Continue to Rise Through World's Largest Distributors](#)