According to IDC W. European shipments of ultraslim convertible and detachable devices see 44.7% Y-o-Y growth in Q1 2016-- making the category account for 18.4% of consumer and 21.9% of commercial PC and tablet shipments.



Such reults are up from Q1 2016, when hybrids made 9.2% and 16.3% of consumer and commercial shipments respectively. Such devices are also bucking the negative trend seen in combined Q1 2016 W. European PC and tablet shipments reaching 18.2 million units, a -13.7% Y-o-Y decline. Consumer demand is down by -18.6% Y-o-Y, while commercial shipments see a softer -5.2% Y-o-Y drop.

On the other hand Q1 2016 detachable shipments are up by 190.4% Y-o-Y in W. Europe-- from 500000 a year ago to 1.5m units. Convertible notebooks are up by 12% Y-o-Y thanks to consumer demand for portable, mobile and functional solutions, although one has to point out enterprise and professional demand for detachables is also on the increase.

"Customers are looking for solutions that allow for flexibility. We want to access information, create content, or communicate without constraints," the analyst says. "Addressing such market demand represents an opportunity for IT vendors. Convertible notebooks and detachables are the most suitable device to guarantee functionality and mobility at the same time. Both form factors have been well received in the market and have gained momentum across Western Europe. Interestingly, growth in convertible notebooks and detachables in Q1 2016 was above average in Germany, Italy, and Switzerland."

Windows accounts for 59.4% of combined PC/tablet Q1 2016 shipments-- a position furthered strengthened through successful Microsoft detachables and increasing OEM designs in the form factor. However IDC points out Microsoft is performing "slightly below average" in PC

space, since consumers re slow to upgrade hardware while the commercial segment has only recently started renewing old XP machines.

Android/Chrome OS hold 2nd place with Android maintaining tablet domination (over 60%) despite annual volume declines due to market saturation and weak consumer demand. Meanwhile Apple remains "significant," particularly in the premium segment, thanks to the iPad Pro and OS X growth. Europe houses a large Apple device install base, making OS X/iOS attractive for companies such as SAP.

Go Convertible and Detachable Devices Winning Over Consumers in W. Europe Says IDC