

IDC: "Slight Improvement" For 2012 PC Market

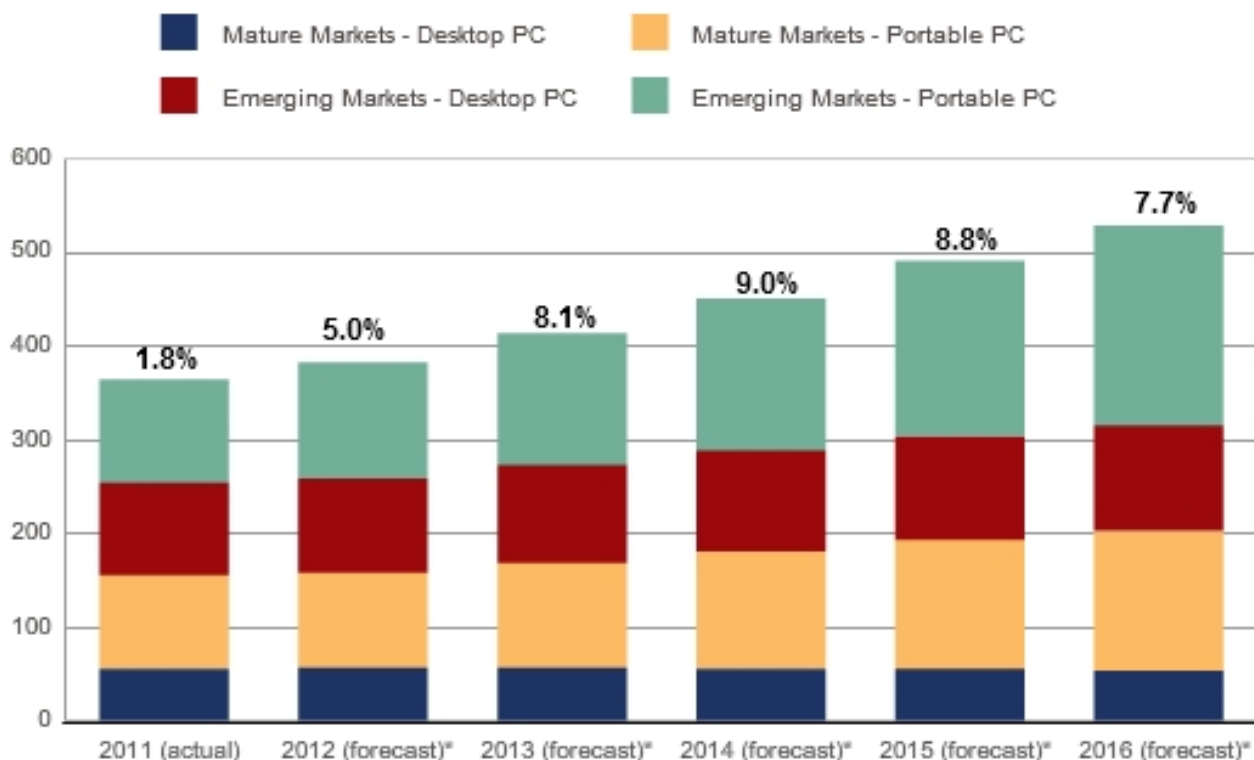
Written by Marco Attard
20 June 2012

IDC forecasts the WW PC market will grow by 5% Y-o-Y in 2012, a "challenging year" with shipments reaching 383 million units amidst intense competition from mobile devices, global political uncertainty and bumpy economic roadmaps.

Headwinds from the Euro crisis are even affecting the outlook for emerging markets, including CEMA territories.



Total Worldwide Desktop PC vs. Portable PC Shipments, 2011 - 2016
Emerging vs. Mature Markets (Shipments in Millions)



Mature regions such as W. Europe also face rising consumer saturation-- most consumers and

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businesses already have PCs, and see no reason to upgrade or expand their devices.

Will Windows 8 help reinvigorate a tired consumer market? Perhaps, but questions remain pending regarding release dates, functions and pricing, limiting the contribution the new OS may make in 2012.

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