

Gartner: W. European PC Shipments "Weak"

Written by Marco Attard
14 August 2012

PC shipments in W. Europe total 13.6m units in Q2 2012-- a 2.4% Y-o-Y decline according to Gartner, as all markets record "weak overall" shipments despite a "slight uptake" in mobile PCs.

Mobile PCs are the only growing market segment in the region (4% Y-o-Y) as desktops decline further by -12.8% Y-o-Y. The professional PC market drops by -5.3% Y-o-Y while consumer PCs remain virtually flat (0.4% Y-o-Y growth).

The three biggest W. European countries see either declines or remain flat in Q2 2012. Gartner describes the UK PC market as "very weak" (shipments total 2.5m units and decline by -7.6% Y-o-Y), French shipments grow slightly (0.7% Y-o-Y to 2.5m units) and Germany goes through an "interim quarter" (shipments total 2.6m with a -6.5% Y-o-Y decline).

Western Europe: PC Vendor Unit Shipment Estimates for 2Q12 (Thousands of Units)

Vendor	2Q12 Shipments	2Q12 Market Share (%)	2Q11 Shipments	2Q11 Market Share (%)	2Q11-2Q12 Growth (%)
HP	2,760	20.2	3,171	22.7	-13.0
Acer	2,361	17.3	2,047	14.6	15.3
Asus	1,458	10.7	1,021	7.3	42.8
Dell	1,185	8.7	1,371	9.8	-13.6
Lenovo	1,057	7.8	961	6.9	10.0
Others	4,822	35.3	5,413	38.7	-10.9
Total	13,643	100.0	13,984	100.0	-2.4

Note: Data includes desk-based PCs and mobile PCs. Media tablets are excluded.
Source: Gartner (August 2012)

We all know the reason for the drop in shipments by now-- consumer PC spending remains stalled due to ongoing economic uncertainty. The wait for Windows 8 doesn't help much, either.

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Gartner predicts we will see "significant" price cuts during September 2012 due to old stock left in the channel ahead of the October Windows 8 launch. This could lead to challenges in selling new products into the channel in Q3 2012.

When it comes to vendors, HP remains on top despite a loss in Q2 2012 market share (20.2% compared to 22.7% in Q2 2011). Acer shows strong performance, with 15.3% Y-o-Y growth and 17.3% market share, thanks to an "excellent" product portfolio. Asus shows the best performance for the period (42.8% Y-o-Y growth), beating Dell (currently transforming from PC supplier to solution provider) to the 3rd place.

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