

Gartner: Lenovo Beats HP in Q3 PC

Written by Marco Attard
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Lenovo beats HP as top global PC vendor (by shipments) according to Gartner, taking over 15.7% of the Q3 2012 market with 9.8% Y-o-Y growth while HP shipments contract by -16.4% to 13.5 million units.

HP global PC market share for Q3 2012 totals 15.5%, down from 17% in Q3 2011.

However not all analysts agree on the Q3 2012 vendor rankings-- as HP points out, [IDC Q3 2012 market analysis](#) has HP on top with 15.9% share (Lenovo follows with 15.7%). However one has to keep in mind IDC adds the "very important" workstation segment to its PC market analysis, while Gartner does not.

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 3Q12 (Units)

Company	3Q12 Shipments	3Q12 Market Share (%)	3Q11 Shipments	3Q11 Market Share (%)	3Q12-3Q11 Growth (%)
Lenovo	13,767,976	15.7	12,536,756	13.1	9.8
HP	13,550,761	15.5	16,217,987	17.0	-16.4
Dell	9,216,638	10.5	10,676,513	11.2	-13.7
Acer Group	8,633,267	9.9	9,616,572	10.1	-10.2
ASUS	6,380,690	7.3	5,708,807	6.0	11.8
Others	35,954,748	41.1	40,683,666	42.6	-11.6
Total	87,504,080	100.0	95,440,301	100.0	-8.3

Note: Data includes desk-based PCs and mobile PCs, including mini-notebooks but not media tablets such as the iPad.
Source: Gartner (October 2012)

The analysts might not agree on top Q3 2012 vendor, but both agree on a more important

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matter-- PC shipments continue to decline in EMEA and beyond. Gartner says Q3 2012 sees "the worst decline in EMEA PC shipments over the past 4 years," with shipments dropping by 8.7% Y-o-Y to 25.8m units.

HP is the top EMEA vendor but Lenovo is the best performing, with double digit growth. Perhaps predictably Gartner describes W. European shipments as "very weak" due to retailers reducing Windows 7 inventory in anticipation for Windows 8.

"The lack of appeal and innovation in PCs, combined with a challenging economic environment, led the consumer spend to move to other devices," the analyst continues, an all too common sentiment from all taking an even casual look at the market. Ultrabooks failed to materialise any profit-related promises (in no small part due to non-competitive pricing) while future product launches have to wait for Windows 8... and Q4 2012.

On a global level Q3 2012 PC shipments total 87.5m units-- an 8.3% Y-o-Y decline due to both a "continuing slowdown" in consumer PCs, weak back-to-school sales and the transitional nature of the period.

Go [Gartner Says WW PC Shipments Decline 8% in Q3 2012](#)