

Context: January PC Shipments on the Up

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According to Context PC volume sales (covering notebooks, desktops and PC workstations) are up by 9.5% Y-o-Y for January 2015, following Q4 2014 growth reaching 20.1% Y-o-Y.



The analyst attributes such growth to the Q4 2014 sell-in push of low-cost consumer notebooks, which in part is driven by Windows with Bing-based system. As a result January 2015 consumer-targeted PC sales show 12.4% Y-o-Y (following Q4 2014 growth of 24.1%). Consumer desktop and mobile PCs are also up on a Y-o-Y basis, if from a small base in the case of the latter.

Meanwhile business-targeted PC volume sales show 6.5% growth in January 2015, a slowdown from the 15.1% Q4 2014 increase caused by declining Windows XP migration demand leading to a -14.3% Y-o-Y fall in desktop sales. Notebooks maintain strong performance with 23.8% Y-o-Y January growth although, like the consumer segment, lower-cost devices drive sales.

As for the next few months Context expects channel sell-through to continue to benefit from Q3 and Q4 2014 budget system sell-in, while PC ASPs are expected to increase due to Euro/US dollar exchange-rate pressures. Further into 2015 low-cost products should lend a smaller contribution to sales as the current Bing initiative reaches a close.

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