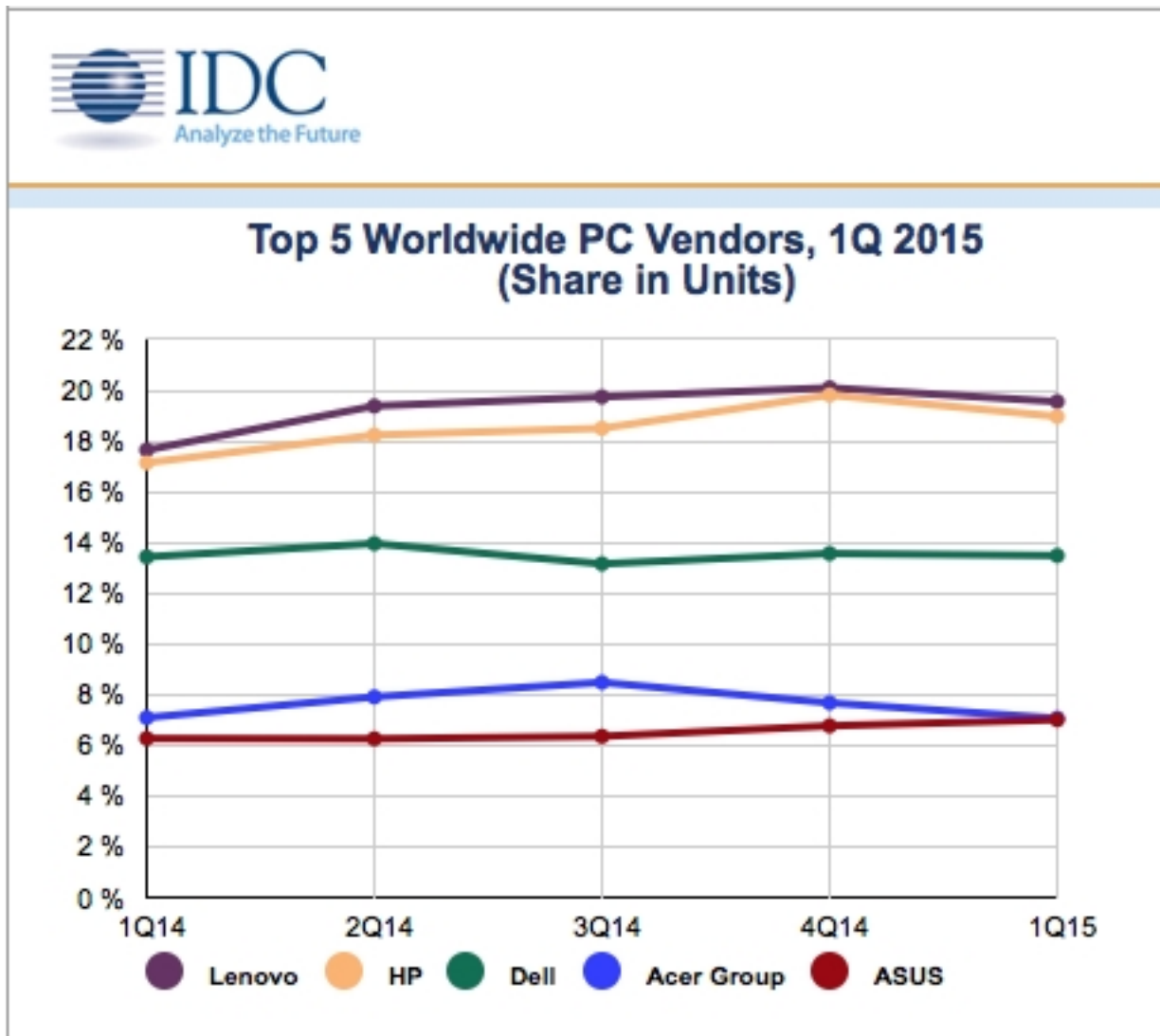


PC Sales Weaker in Q1

Written by Nick Graves
15 April 2015

Early assessments are coming in from the leading PC analysts, IDC and Gartner, and both agree that the PC market saw a sharper decline than the previous two quarters, though slightly better than forecast. An early indication of this had already come from Intel, who issued a warning on 12 March.



IDC's preliminary estimates saw shipments fall 6.7% YoY to 68.5M, which compares with drops of 2.4% in Q4 2014, and 1.7% in both Q2 and Q3. The company flagged inventory build ups of Bing-promoted notebooks, the end of Windows XP migrations and unfavourable economic indicators in many regions.

PC Sales Weaker in Q1

Written by Nick Graves
15 April 2015

Gartner was slightly less pessimistic, estimating a decline of 5.2% to 71.7M units, of which most, if not all, was in desktop computers. The company thinks that mobile PCs (which includes Windows tablets) may actually have gained a little.

Both companies were more optimistic about the US, being only a 1% decline, but conversely Japan saw a disastrous 44% drop, based on an exceptional Q1 2014 (driven by upcoming tax hikes).

By vendor, IDC reported continued market consolidation, with leaders Lenovo and HP both gaining around 2% of share (to 19.6% and 19% respectively). Dell held on to 3rd place, and Apple's seasonality dropped it back out of the top 5 globally, though in the US it gained a little to a 10.9% share, in 4th place.

[Go Gartner Q1 PC Estimates](#)

[Go IDC Q1 PC Estimates](#)