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According to Gartner EMEA PC shipments total 21.8 million in Q4 2017-- a -1.4% Y-o-Y decline, with the market hit by ailing demand in the UK and weaker-than-expected German shipments.

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 4Q17 (Thousands of Units)

Company	4Q17 Shipments	4Q17 Market Share (%)	4Q16 Shipments	4Q16 Market Share (%)	4Q17-4Q16 Growth (%)
HP Inc.	16,076	22.5	15,084	20.7	6.6
Lenovo	15,742	22.0	15,857	21.7	-0.7
Dell	10,841	15.2	10,767	14.7	0.7
Apple	5,449	7.6	5,374	7.4	1.4
Asus	4,731	6.6	5,336	7.3	-11.3
Acer Group	4,726	6.6	4,998	6.8	-5.4
Others	13,990	19.6	15,599	21.4	-10.3
Total	**71,556**	**100.0**	**73,015**	**100.0**	**-2.0**

Notes: Data includes desk-based PCs, notebook PCs and ultramobile premiums (such as Microsoft Surface), but not Chromebooks or iPads. All data is estimated based on a preliminary study. Final estimates will be subject to change. The statistics are based on shipments selling into channels.
Source: Gartner (January 2018)

The analyst expects a Y-o-Y increase in W. European PC revenues for the quarter, while a combination of currency fluctuations, rising component costs and a product-mix shift towards higher-value products (such as gaming systems and high-performance notebooks) brings an increase in ASPs.

On a global basis, Q4 2017 PC shipments are down by -2% Y-o-Y to 71.6m units, making a 13th consecutive quarter of falling global PC shipments. Meanwhile full-year 2017 is the 6th year of annual PC declines, as shipments total 262.5m, a fall of -2.8% decline.

"The Q4 2017 results confirmed again that PCs are no longer popular holiday gift items. This does not mean that PCs will disappear from households," Gartner says. "Rather, the PC will become a more specialised, purpose-driven device. PC buyers will look for quality and functionality rather than looking for the lowest price, which will increase PC average selling prices (ASPs) and improve profitability in the long run. However, until this point is reached, the market will have to go through the shrinking phase caused by fewer PC users."

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 2017 (Thousands of Units)

Company	2017 Shipments	2017 Market Share (%)	2016 Shipments	2016 Market Share (%)	2017-2016 Growth (%)
HP Inc.	55,162	21.0	52,734	19.5	4.6
Lenovo	54,714	20.8	55,951	20.7	-2.2
Dell	39,871	15.2	39,421	14.6	1.1
Apple	19,299	7.4	18,546	6.9	4.1
Asus	17,967	6.8	20,496	7.6	-12.3
Acer Group	17,088	6.5	18,274	6.8	-6.5
Others	58,435	22.3	64,683	23.9	-9.7
Total	**262,537**	**100.0**	**270,106**	**100.0**	**-2.8**

Notes: Data includes desk-based PCs, notebook PCs and ultramobile premiums (such as Microsoft Surface), but not Chromebooks or iPads. All data is estimated based on a preliminary study. Final estimates will be subject to change. The statistics are based on shipments selling into channels.
Source: Gartner (January 2018)

2017 is also a year of PC market consolidation, since the top 4 vendors-- namely HP, Lenovo, Dell and Apple-- hold 64% of shipments (in comparison the top 4 held 45% of 2011 shipments). This is the result of the lower production costs brought about by volume operations, leading to the pushing of small and midsize vendors.

Go Gartner Says WW PC Shipments Declined -2% in Q4 2017 and -2.8% for the Year