Acer revises down its notebook and tablet shipment forecasts for 2011-- predicting it will reach totals of around 3m units by the year's end (from earlier projections of 5 - 7m units), the Wall Street Journal reports.

Reasons for this revision include increasing competition from the iPad, as well as the European economy's still sluggish recovery.

Europe remains Acer's key market.

The company hopes European inventory levels will decrease to normal levels by July, following its recent announcement of providing a one-time sales allowance of $150m to EMEA channels in order to clear inventory.

Will this move bring Acer back on its earlier-predicted track? It certainly hopes it will lead to its market share rebounding in 2011's second half.

Go Acer

Go [Acer Cuts 2011 Notebook, Tablet Shipment Forecasts (WSJ)]