

IDC: EMEA PC Market "Defies Economic Woes," Rebounds

Written by Marco Attard
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IDC has a positive report on the EMEA PC market-- despite economic uncertainty and HDD shortages, Q1 2012 PC shipments show a "positive rebound," reaching 25.6m units with 7.6% Y-o-Y growth.

Even W. Europe, the worst affected region, sees overall shipment growth of 1.8% Y-o-Y, with "healthier" results across all countries.

Denmark and Sweden PC shipments show double-digit growth, while the UK shows a rebound of 8%. France remains flat (-0.1%), Germany sustains 6.1% growth and debt-stricken Spain posts a soft decline of -2.3% Y-o-Y according to IDC.

Top 5 Vendors: Europe, Middle East, and Africa (EMEA) PC Shipments* 1Q12 (Preliminary) (000 Units)

Vendor	1Q11	1Q12	Share 1Q11	Share 1Q12	1Q12/1Q11 Growth
Hewlett-Packard	5,191	5,948	20.3%	21.6%	14.6%
Acer Group	3,651	3,719	14.3%	13.5%	1.8%
Dell	2,456	2,680	9.6%	9.7%	9.1%
ASUS	1,928	2,363	7.5%	8.6%	22.6%
Lenovo	1,339	2,338	5.2%	8.5%	74.5%
Others	11,026	10,480	43.1%	38.1%	-5.0%
Total	25,592	27,527	100.0%	100.0%	7.6%

Source: IDC EMEA Quarterly PC Tracker, Preliminary Results, 1Q12, April 18, 2012

*PC shipments = desktop and notebooks.

Meanwhile Central E. Europe and MEA exceed expectations with Y-o-Y growth reaching 18.3% and 13.5% respectively. CEMA PC volume totals 12.08m, with growth in both portable and desktop segments.

In part the Y-o-Y growth for the quarter is due to the significant drop in sell-in numbers in Q1 2011, caused by major inventory build-up in the channel. Meanwhile the effect of the HDD shortages during the period (a shortfall of around 50m HDDs according to IDC) was "more

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moderate" than the analyst expected.

As a result all EMEA regions are posting improvements in results across desktop and portable PCs, in both consumer and commercial markets.

When it comes to vendors, HP continues leading EMEA with 21.6% market share for Q1 2012 and shipments reaching 5.9m units. Acer remains in 2nd place, posting positive growth (1.8% Y-o-Y) following 5 quarters of decline following drops in mini-notebook volumes.

Dell is in 3rd place, with 9.1% Y-o-Y growth and shipments of 2.5m units. Asus gains share across all region despite dropping mini-notebook volumes.

Lenovo keeps the 5th place with the strongest growth for the quarter-- 74.5% Y-o-Y, thanks to further expansion in W. Europe through the Medion acquisition.

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