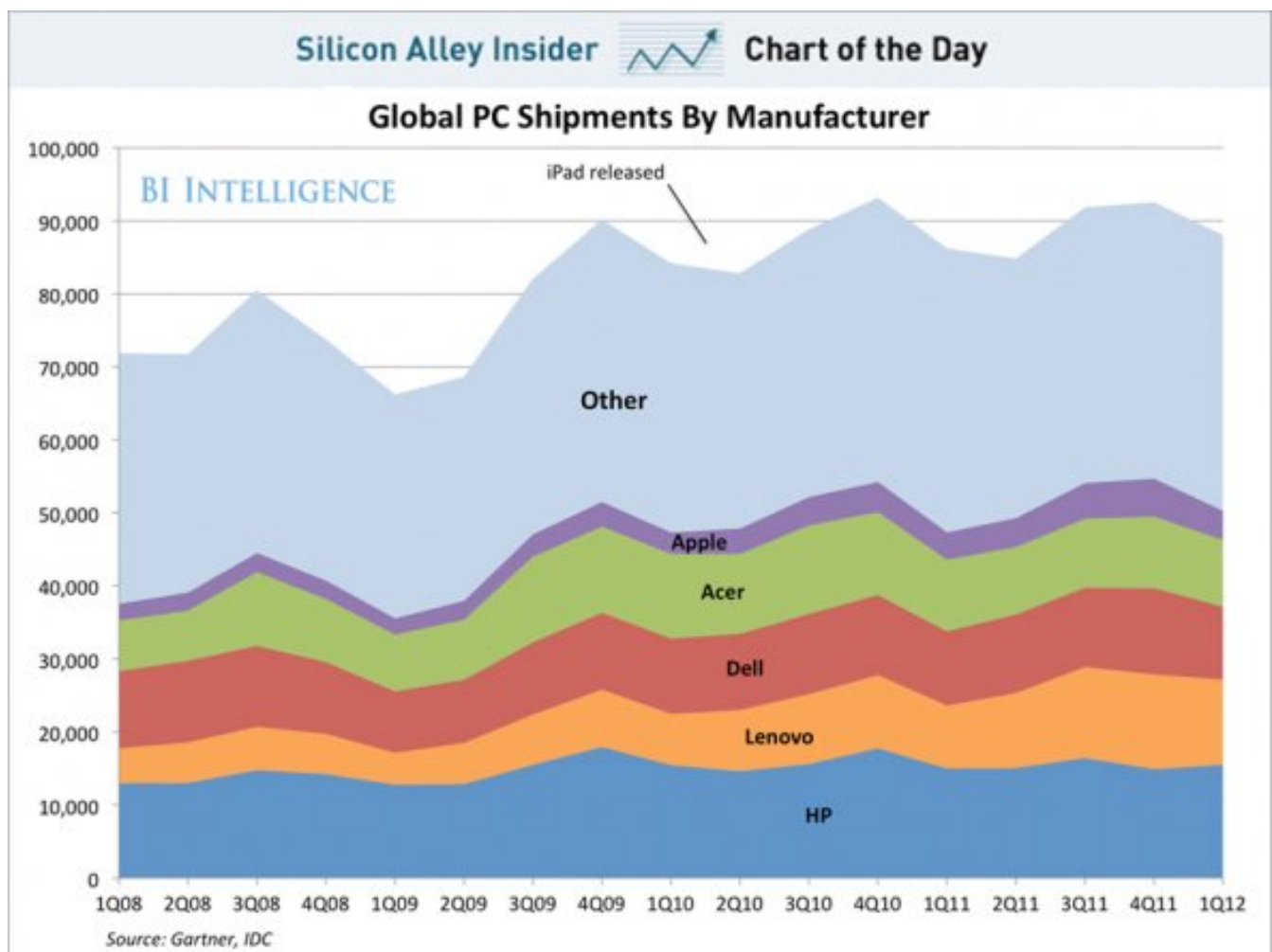


PC Market Grinding to a Halt?

Written by Marco Attard
13 June 2012

According to Business Insider, the PC market looks "flat and mature" as after "decades of sustained growth" WW shipments are grinding down to a halt.

The reasoning behind the gloomy forecast goes as follows-- global 2011 PC shipments are up by only 4% Y-o-Y, the slowest growth rate since 2001. In comparison, 2010 PC shipments grew by 14%.



The reasons for such a slowdown are both various and well known by now. A "choppy" global economy (affecting both consumer and business spending), longer PC upgrade cycles (especially in the enterprise segment) and the iPad kicking down a once thriving netbook market.

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Hopes remain the Windows 8 launch will drive consumer adoption-- although some analysts argue many prospective customers might find the upgrade's changes confusing, and will prefer to either stick to Windows 7 or switch to Apple.

Microsoft is even [encouraging businesses to upgrade to Windows 7 now](#) , rather than waiting for the Windows 8 launch. Windows XP remains the most commonly used OS, with desktop PC share reaching 46.08% according to Net Applications.

Go [Chart of the Day: The PC Business Has Stalled \(Business Insider\)](#)