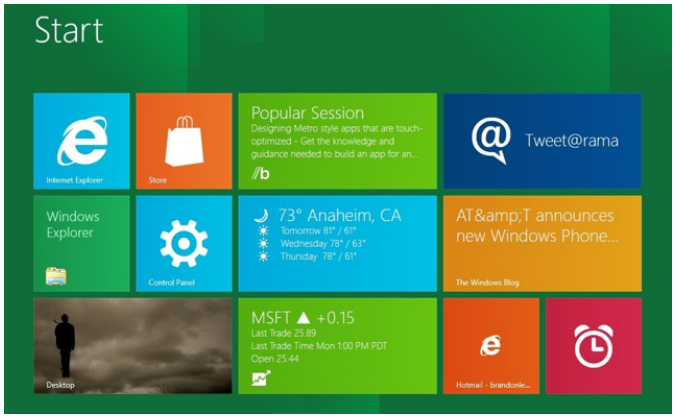
Despite the Windows 8 launch all PC segments show decline in W. Europe during Q2 2013 CONTEXT reports, as clumsy channel marketing and lack of attractively priced touch-based products undermine the potency of Windows 8 as a PC flagship.



“Demand for Windows 8 was not channeled particularly skilfully with mixed press prior to launch, insufficient marketing activity at store level as well
as low availability of touch systems,” the analyst remarks.

CONTEXT does mention "some positives" for the period-- clamshell notebooks record a "lesser decline" and a Windows 7/8 upgrade scheme (free Windows 8 license upgrade for customers buying pre-installed Windows 7 Pro) created at least some demand.

W. European Windows 8 adoption reached 95% across W. Europe by mid-May. Samsung, HP, Sony and Toshiba consumer portfolios feature the highest Windows 8 shares by mid-May (Samsung 100%, HP, Sony and Toshiba 99% each).

However Q2 2013 Windows 8 Pro adoption stagnates at 22%, while the Windows7/Windows 8 OS version (systems pre-installed with Windows 7 Pro and a license/media to upgrade to Windows 8 Pro) reach 29% share of the Windows market, up from 17% in Q1 2013.

Go Windows 8 Can't Arrest Decline in PC Market (CONTEXT)