

## PC Evolution - Apple leads, Lenovo gains

Written by Nick Graves  
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Estimates from Canalys this month show Apple continuing to lead the global PC market, with China's Lenovo in a strong second place. Canalys includes tablets in its numbers, reflecting the impact iPad and other devices have had on the overall market.

Worldwide total client PC shipments					
Market shares Q2 2013, Q2 2012					
Vendor	Q2 2013 shipments	% share	Q2 2012 shipments	% share	Growth Q2'13/Q2'12
Total	109,007,450	100.0%	108,708,770	100.0%	0.3%
Apple	18,631,330	17.1%	21,061,430	19.4%	-11.5%
Lenovo	14,114,820	12.9%	13,154,560	12.1%	7.3%
HP	12,697,680	11.6%	13,554,340	12.5%	-6.3%
Samsung	10,818,920	9.9%	5,246,360	4.8%	106.2%
Dell	9,454,770	8.7%	9,652,310	8.9%	-2.0%
Others	43,289,930	39.7%	46,039,770	42.4%	-6.0%

Source: Canalys estimates, © Canalys 2013  
Includes desktops, notebooks and tablets

Apple held a 17% share in Q2 2013, with 18.6 million units, of which around 15M were iPads. Lenovo's 13% share was primarily PCs, with only around 1.5M tablets shipped. The other big winner was Samsung, with a 10% share, and growth of 106% year on year.

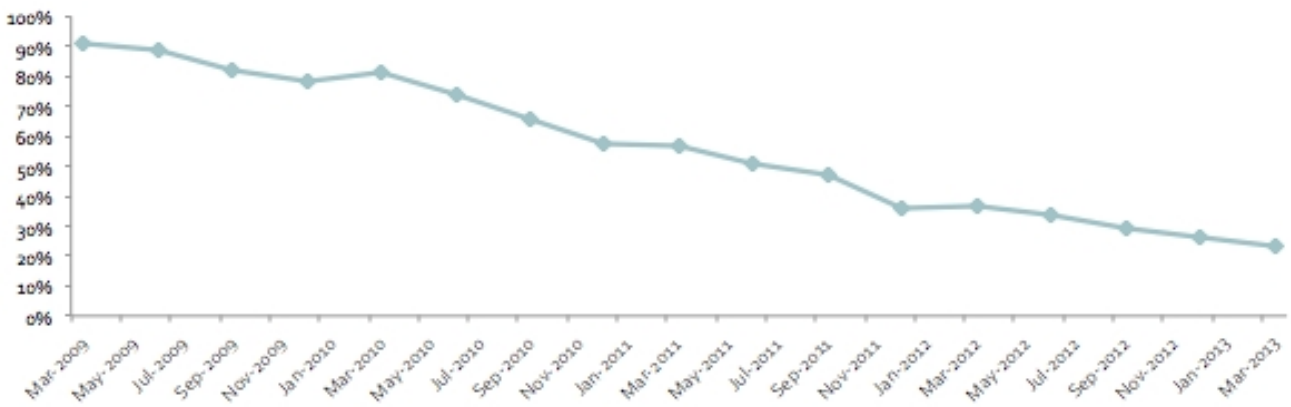
These numbers reflect two intersecting discontinuities, whose impact is still reverberating across the industry. These are the growth of the tablet form factor, dubbed the "post PC world" by Steve Jobs, and the eastwards shift of the global economic centre of gravity, in particular towards China. These transitions are still playing out, and history will be the final judge, but we can pinpoint their defining moments.

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Microsoft share of connected device sales



[Source: Gartner, IDC, Apple, Google, Ender Analysis]

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