

## IDC on Smart Device Drivers

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According to IDC the smart connected device (SCD) market shows strong growth in W. Europe during Q3 2013, with combined PC, tablet and smartphone shipments reaching 55 million units with 12% Y-o-Y growth.

The analyst forecasts 2013 shipments will exceed 230m units in the Western side of the continent, an 11% increase over 2012.

**Top 5 Vendors: Western European Smart Connected Device Shipments\* 3Q13 (Calendar Year) (000 Units)**

Vendor	Unit Shipments 3Q12	Unit Shipments 3Q13	Unit % Share 3Q12	Unit % Share 3Q13	Unit Growth 3Q13 vs 3Q12
Samsung	16,234	17,956	33.1%	32.7%	10.6%
Apple	9,479	9,871	19.3%	18.0%	4.1%
Sony	2,758	4,141	5.6%	7.5%	50.1%
HP	2,725	2,837	5.6%	5.2%	4.1%
Nokia	1,445	2,059	2.9%	3.7%	42.5%
Others	16,441	18,117	33.5%	33.0%	10.2%
Totals	49,083	54,981	100.0%	100.0%	12.0%

Source: IDC EMEA Smart Connected Device Tracker, 3Q13, November 20, 2013.

Predictably smartphones and tablets drive spending not only on SCDs, but on CE as a whole--tablets in particular, with Q3 2013 growth within the SCD market reaching 38% Y-o-Y and overall 2013 shipments set to reach 45m units with 53.1% growth. The quarter was one of transition for a number of vendors ahead of traditional holiday season launches, and Q4 2013 is set to be "another bouyant quarter" IDC says.

Smartphones are the largest segment from a volume perspective, making nearly 60% of overall SCD space. W. European Q3 2013 smartphone shipments reach 35m with 17% Y-o-Y growth, driven by key product refreshes and a fiercely competitive market.

Meanwhile PCs face a soft(er) Q3 2013 as shipments drop by -12.6% across all form factors. Customers on both consumer and commercial sides find ultra-slim and convertible PCs interesting, but high prices and a wait-and-see attitude hamper sales.

"The smart connected device market is going through an accelerated expansion phase, fundamentally changing the way consumers and businesses use and consider their computing device," the analyst remarks. "The change in usage patterns will continue to drive innovation and to open new opportunities for the industry."

When it comes to vendors Samsung leads the overall market, Apple leads in tablets (followed by Samsung and Asus), HP leads in PCs (followed by Lenovo, Dell, Acer and Apple) and Samsung dominates smartphones together with Apple and Sony.

Go [IDC EMEA Smart Connected Device Tracker Q3 2013](#)