

DigiTimes: Graphics Cards Shipments to Drop on Q2 2014

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DigiTimes reports global Q2 2014 graphics card shipments are set to fall by 30-40% Q-o-Q as vendors are suffering from excessive inventories, at least according to unnamed industry sources.



Apparently graphics card players and channel retailers are urging AMD and Nvidia should boost demand by slashing prices, but the two companies insist on reducing shipments in order to maintain profits and inventory-new shipment balance.

Further impacting graphic card sales is a drop in GPU demand for Bitcoin mining, the sources continue. Cryptocurrency production used to be a GPU-intensive activity, but a change in the difficulty of the mining process resulted in the reduction of need for GPU grunt.

DigiTimes concludes GPU sales have been impacted since April-- the time the shift in cryptocurrency mining need first started-- and currently most graphics card players are trapped by existing inventories.

Go [Graphics Card Shipments to Drop 30-40% in Q2 2014 \(DigiTimes\)](#)