According to IDC Q2 2014 W. European smart connected device (PCs, tablets and smartphones) shipments total 52.5 million units with 2.8% Y-o-Y growth, a quarter of "soft" growth and shifting device dynamics.

As the analyst puts it, Q2 2014 tablet demand is down by -12.5% Y-o-Y (reaching 7.6m units) due to longer product life cycles, as well as renewed attention to portable PCs, larger smartphones and aggressively priced low-end notebooks.

Two-in-One devices fare better, with shipments growing by 10.7% Y-o-Y.

"The growing popularity of phablets has constrained demand for smaller, 7- to 8-inch tablets, whereas larger screen sizes have been impacted by the attractive price points of low-end notebooks," IDC says. "The commercial segment in the region recorded its highest spike ever in 2Q14 and is predicted to continue expanding in the coming years, benefiting from 2-in-1 adoption, thanks to their function similarities with notebooks and a further drop in price points."

Meanwhile smartphones remain popular, as Q2 2014 shipments total 31.7m units (accounting for 60% of W. European smart connected device volume) despite a -0.4% Y-o-Y decline.

On a vendor basis Samsung and Apple lead the market, with 23.9% and 16.7% Q2 2014 market share respectively. Apple remains tablet leader as iPad sales reach 2.1m units, followed by Samsung and Asus.

Samsung leads the smartphone segment thanks to the growing popularity of phablets, while HP and Lenovo "dominate" the PC market.

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