

DigiTimes: Low-Cost Notebooks Hurt GPUs

Written by Marco Attard
25 September 2014

According to DigiTimes low-cost notebooks are hurting GPU demand-- as vendors plan Q4 2014 launches of notebooks armed with integrated graphics, AMD and Nvidia face drops in discrete mobile GPU shipments.



Notebook makers set to launch such low-cost offerings, which feature 10- to 15-inch displays and \$199-399 pricetags, include HP, Dell, Lenovo, Asus, Acer and Toshiba. AMD and Nvidia have noticed the trend, are are thus shifting focus on mid-range and high-end notebooks.

Nvidia has the largest share of the notebook GPU market, and thus should be the one hurt most by the sea change, Taiwanese supply chain sources say.

Confirming this are the recent Jon Peddie Research numbers-- Q2 2014 global discrete graphics card shipments total 11.5 million units with 17.5% Q-o-Q decline, caused primarily by competition from CPUs with integrated GPUs.

As a result both Nvidia and AMD are reducing several GPU prices, DigiTimes concludes.

Go [AMD, Nvidia to See Shrinking GPU Demand in Q4 2014 \(DigiTimes\)](#)