

Context: "Solid" Q4 Growth for W. European PCs

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The W. European PC market (covering desktops, notebooks and workstations) sees "solid" growth during Q4 2014 Context reports, with volume sales growing by 16.9% over the same period last year.



Fueling such growth is a 25.4% Y-o-Y increase in consumer PCs, one pushed by low-cost notebook sales during the early holiday shopping rush. However the analyst points out the return to consumer PC growth comes on the back of a weak 2013.

In the meantime business PCs show 6.9% Y-o-Y Q4 2014 growth, as a "small" desktop decline offsets a 14.9% notebook increase. Context says business growth is slowing down as the XP migration effect is lessening, but unlike the consumer market the Q4 2014 results come on the back of positive 2013 results for the segment.

On a geographical basis Spain leads in PC growth with 374% Y-o-Y increase, followed by France with 20.4% Y-o-Y growth. The UK, Italy and Germany follow with 14.5%, 13.2% and 12.3% Y-o-Y spikes respectively, while Switzerland sees a -3.2% Y-o-Y volume sales decline.

Go [Solid 16.9% Growth for PCs in Early Q4 2014 Across W. European Distribution \(Context\)](#)