

Gartner: Customers Refuse to Replace Devices!

Written by Marco Attard
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According to Gartner, global combined device (PCs, tablets, ultramobiles and mobile phones) shipments are to drop by -1% to 2.4 billion units-- the result of customers not replacing devices currently in use.

Table 1

Worldwide Devices Shipments by Device Type, 2014-2017 (Millions of Units)

| Device Type | 2014 | 2015 | 2016 | 2017 |
|---|--------------|--------------|--------------|--------------|
| Traditional PCs (Desk-Based and Notebook) | 277 | 247 | 234 | 226 |
| Ultramobiles (Premium) | 37 | 44 | 57 | 78 |
| PC Market | 314 | 291 | 291 | 303 |
| Ultramobiles (Tablets and Clamshells) | 226 | 199 | 208 | 218 |
| Computing Devices Market | 540 | 490 | 499 | 521 |
| Mobile Phones | 1,879 | 1,905 | 1,960 | 2,000 |
| Total Devices Market | 2,419 | 2,395 | 2,459 | 2,521 |

Note: The Ultramobile (Premium) category includes devices such as Microsoft's Windows 8 Intel x86 products and Apple's MacBook Air.

Such a forecast is a downgrade from previous Gartner forecasts of 1.5% growth. The analyst says shipments of all device categories other than mobile phones (set to grow by 1.5% through smartphone growth reaching 14%) will contract in 2015.

"By 2017, we estimate mobile phone shipments will reach the 2bn mark, and smartphones will represent 89% of the market," Gartner remarks.

Global PC shipments are expected to total 291 million-- a -7.3% decline caused by currency devaluation and subsequent price increases, before reaching flat growth in 2016. Meanwhile 2015 ultramobile (tablets and clamshells) device shipments will contract by -12% to reach 199m units, with tablets dropping by -13% to 192m units.

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Table 2

Buyers' Substitution Plans

| | Desktop | Standard laptop | Convertible laptop (screen does not detach from main unit) | Convertible laptop (screen detaches from main unit) | Tablet | Smartphone | Phablet | Not sure/Haven't decided |
|---|---------|-----------------|--|---|--------|------------|---------|--------------------------|
| Desktop (n = 3,393) | 65% | 12% | 6% | 4% | 2% | | | 11% |
| Laptop (standard or convertible) (n = 3,798) | 7% | 46% | 13% | 12% | 4% | | | 19% |
| Tablet (n = 1,924) | 2% | 6% | 6% | 7% | 56% | 4% | 6% | 13% |
| Smartphone (n = 6,851) | | | 2% | | 2% | 66% | 14% | 16% |

Replacement with same type of device

Source: Gartner, "Desktop, Laptop, Tablet, and Smartphone Replacement Plans, Q3 2015," 2015. <http://www.gartner.com/newsroom/id/328444>