IDC reports the EMEA PC market continues to improve in Q2 2017-- shipments are down by just -0.6% Y-o-Y to reach 15.9 million units, with positive performance in notebook shipments growing by 3.1% Y-o-Y.

Top 5 Vendors: Europe, the Middle East, and Africa (EMEA) Traditional PC Shipments*

2017Q2 (Preliminary) (000 Units)

Vendor	2016Q2 Shipments	2017Q2 Shipments	2016Q2 Share	2017Q2 Share	YoY Growth
HP Inc.	4,086	4,219	25.5%	26.5%	3.2%
Lenovo	3,128	3,280	19.5%	20.6%	4.8%
Dell Inc	1,869	1,943	11.7%	12.2%	3.9%
ASUS	1,870	1,598	11.7%	10.0%	-14.6%
Acer Group	1,429	1,470	8.9%	9.2%	2.9%
Others	3,642	3,400	22.7%	21.4%	-6.3%
Total	**16,012**	**15,910**	**100.0%**	**100.0%**	**-0.6%**

Source: *IDC EMEA Quarterly PCD Tracker*, Preliminary Results, 2017Q2, July 2017

Further boosting growth is "strong" performance in CEE (5.2%) and MEA (11.1%), while W. Europe is heading towards stabilisation (0.4%). Fueling commercial notebook shipments are public and private sector investments in CEMA, together with stronger economic confidence in major mature markets and back-to-school deals.

Commercial notebook shipments are up by 18.6% Y-o-Y in CEMA and 3% Y-o-Y in W. Europe, while consumer notebooks are up by 3.5% Y-o-Y in CEMA and down by -2% Y-o-Y in W. Europe.

Overall desktop PC shipments remain on the decline with a -8.3% slide in EMEA-- even if CEMA sees positive desktop growth (7.8%), after years of contraction, in both consumer and commercial segments (8.9% and 6.8% respectively). Furthermore, the CEE traditional PC market posts 6.1% Y-o-Y growth in Q2 2017, a second quarter of growth.

“The overall traditional PC (desktop, notebook and workstations) market results in the CEMA region for Q2 2017 recorded a slight growth of 1.8% Y-o-Y, thanks to the CEE region boosting an overall PC increase of 6% YoY and a strong performance in MEA recorded by overall notebook products," IDC says. "In the CEE region, the PC market reported "astonishing" growth in the desktop space, resulting in an increase of 7.6%, after more than nine long quarters of market decline. This success can be attributed to promotions in retail, continual growth of gaming, and a few large deals that took place the public and corporate segments."

In the meantime, W. European traditional PC shipments show soft -2.1% decline after 2 quarters of growth. Desktops continue to erode (-7.8%), while notebooks achieve "soft" growth. S. Europe performs above expectations, with Y-o-Y growth in France (1.9%), Spain (11.6%) and Portugal (11.6%). Benelux also outperforms at 5.8% thanks to back-to-school while Germany and UK shipments contract, with Brexit affecting shipments to a -11.8% decline.

Commercial W. European PC shipments are down by -1.3%, as divided between continually eroding desktops and growing notebooks (3.0%). Currently large enterprises are going through renewals, driving portable Windows 10 PC volumes. In consumer space, desktops continue to decline (-6.6%) while notebooks manage a "soft" decrease (-2.0%) driven by increasing demand for gaming notebooks and thin and light solutions.

When it comes to vendors, HP holds on to the top spot, with 26.5% Q2 2017 market share and growth reaching 3.2% Y-o-Y, the result of solid notebook results in both commercial and consumer space. Lenovo ranks 2nd with 20.6% market share (a 1.1% increase) and shipment growth of 3.2%, lead by double-digit commercial notebook growth.

Dell places 3rd as it gains 0.5% market share to reach 12.2%, with "strong" commercial notebook performance. Asus posts a -14.6% shipment decline as it secures 4th place with 10% market share, followed by Acer driving shipments with back-to-school.

Go IDC EMEA Quarterly PCD Tracker Q2 2017