

EMEA Decline Exceeds Context's Expectations

Written by Marco Attard
11 May 2011

Context reports EMEA PC shipments show unexpected Y-o-Y decline of -10.7% for Q1 2011, exceeding the analyst's own expectations the period being a "soft quarter".



W. Europe continues to be the weakest region of them all, as vendors still struggle with both lower consumer demands and the channel's higher inventory levels.

All but one of the top 5 vendors see losses in the region for the quarter.

HP remains market leader, even if it sees declines of -8.4% to ship 5.16m units. Acer reaches 2nd place, shipping 4.72m units while hitting a decline of -27.8%.

Dell declines by -6.8% while shipping 2.4m units, and Asus declines by -7.2% and reaches 1.95m units.

The only vendor to actually see growth? Samsung, whose strong Q1 2011 performance has it growing by 24.9%.

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