

PC, Graphics Shipments on Surprise Rise

Written by Marco Attard
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WW Q2 2011 shipments fail to behave according to past years' sales patterns, according to Jon Peddie Research-- resulting in higher Y-o-Y shipments for both graphics and PCs.



Graphics shipments for Q2 2011 show 6.3% Y-o-Y growth (where the 10-year average for Q2 totals 3.5%), while PC shipments are up by 2.4% Y-o-Y, reaching totals of 84M.

JPR describes 2011 as a whole as "anomalous," with the increase the Q2 growth welcome, if "not a bit worrying"-- is it inventory building for the back to school and holiday seasons, or channel stuffing (with potential negative effect on Q3 and Q4)?

Like all other analysts, JDR says tablets changed the nature of the PC market, and thus its results only include desktops, notebooks/netbooks and PC-based commercial (such as POS).

Intel sees growth of 21% in desktop and notebook processor shipments, with 14.7% growth in market share thanks to its Core i5 EPG (EmbeddedProcessor Graphics) CPUs, Sandy Bridge and Pineview Atom sales for netbooks.

Meanwhile AMD and nVidia lose in overall Y-o-Y market share-- AMD has losses of 14.2% and nVidia slips by 18.4% due to its withdrawing from the integrated segments.

However AMD's HPUs see 80% Q-o-Q growth for desktop and notebook, and Intel's EPG

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growth averages 41%, confirming the CPU with embedded graphics' value within the industry.

The analyst also says that while netbooks contribute to notebook growth "a bit", it also speculates tablets are cannibalising into netbook sales.

Ultimately, 2009's market crash and ARM-based tablets' appearance (and subsequent influence) caused the PC market's deviation from historical trends, and changes in market data are likely to continue until tablets "find their place in the market"-- and analyst decide whether to include them or not within their PC market analyses.

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