

European PC Business Continues Struggling in Q3

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CONTEXT reports both European consumer and business PC sales (excluding tablets) continue struggling in Q3 2011, as sales revenues decline by -11% Y-o-Y while vendors and distributors slash prices in order to clear unsold inventory.



The analyst says PC sales from the top distributors in Europe (representing approximately 50% of Q3 2011 sales) are up by 9%-- however average selling prices are down by an average of -10%.

Meanwhile consumer PC demand (including desktops, netbooks and notebooks) continues languishing, as European consumer sales are down by -18% Y-o-Y.

According to CONTEXT, the worst hit regions are those down south-- Italian PC sales fall by -10% Y-o-Y (with revenues down -21%), while Spanish PC sales fall by -7% and revenues by -15%.

Go [CONTEXT: European PC Revenues Down 11%](#)