

Context: Record W. European Share for Chromebooks in Q3

Written by Alice Marshall
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According to Context, Chromebooks make a 11% of notebooks sold in W. Europe in July and August 2019-- up from 8% in the same period last year-- with the reason being the seasonal Q3 2019 peak in education demand.



Shipments are up by 27% Y-o-Y, with volume sales to commercial channels (including resellers focusing on education) growing by 20% Y-o-Y. As a result, Chromebooks account for 14.3% of notebooks sold to commercial resellers in early Q3 2019, up from 12.7% in Q3 2018.

Sales growth into consumer channels is even stronger, but the increase comes from a much smaller base. Sales to retail and consumer e-tail are up by 57% Y-o-Y, bringing Chromebook share of consumer notebooks from 3.5% in early Q3 2019 to 6% in Q3 2019. The UK is the biggest Chromebook market for distributors, followed by Sweden, Spain and the Netherlands.

As for vendors, Acer remains on top. Following are Lenovo, HP and Asus. All companies saw Chromebook growth during the period.

“Chromebooks have seen growth for a number of quarters now but the segment continues to be characterised by strong seasonality-- demand is high in Q3 2019, driven by sales to education, and then sees another (but smaller) spike in the consumer-driven pre-Christmas season”, Context concludes. “Therefore, as we move into Q4 2019, Chromebook’s share of overall notebook sales is expected to fall from this quarter’s high and drop further in the new year.”

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