

IDC: Touchscreens Help Monitor Market

Written by Marco Attard
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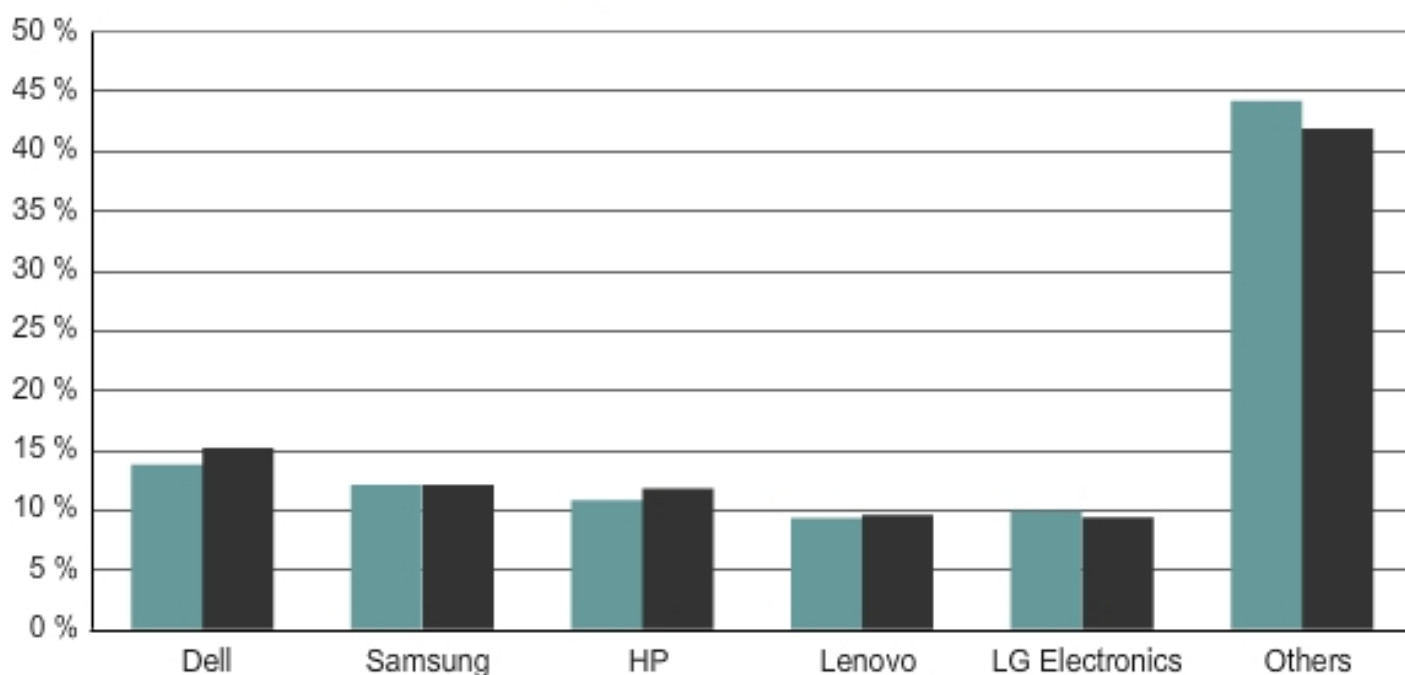
According to IDC global Q3 2014 monitor shipments total 33.4 million units-- a -5.1% Y-o-Y decline leading to forecasts of flat Q4 2014 shipments reaching 33.5m units.

"We found modest Y-o-Y shipment growth for Q3 2014 in W. Europe and the US-- – 4.4% and 4.5%, respectively-- two of the largest regions for PC monitor unit shipments," the analyst remarks.



WW PC Monitor Top 5 Vendor Market Share, 3Q 2014 (Unit Shipments)

■ 2013Q3 ■ 2014Q3



However one segment is actually growing-- touchscreen monitors. IDC says the segments sees "double-digit" growth across all territories, with W. Europe being the largest in terms of

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touchscreen unit shipments.

Predictably the most popular monitor aspect ratio is 16:9 (83.8% market share), followed by 16:10.

On the vendor side Dell leads the Q3 2014 market, taking over 15.2% shipment share as shipments reach 5m units with 4.8% Y-o-Y growth. Samsung follows in terms of shipments (4m units), even if it leads in total revenues, while HP remains in 3rd place with shipments growing by 4% Y-o-Y to 3.9m units.

Lenovo sees shipments declines of -1.5% and 9.6% market share, even if it sees a 3rd consecutive quarter of Y-o-Y growth in W. Europe, while LG rounds out the top 5 with shipments reaching 3.1m units and 9.4% share.

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