

Gartner, IDC: XP Migration Offsets Weak Demand... Slightly

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10 April 2014

The global PC market remains in decline during Q1 2014 according to Gartner and IDC, even if both analysts agree the severity of said decline has eased compared to past quarters and shipment estimates.

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 1Q14 (Units)

Company	1Q14 Shipments	1Q14 Market Share (%)	1Q13 Shipments	1Q13 Market Share (%)	1Q13-1Q14 Growth (%)
Lenovo	12,907,344	16.9	11,641,152	14.9	10.9
HP	12,248,274	16.0	11,770,542	15.1	4.1
Dell	9,541,231	12.5	8,755,092	11.2	9.0
Acer Group	5,564,358	7.3	6,534,362	8.4	-14.8
Asus	5,310,000	6.9	5,064,431	6.5	4.8
Others	31,001,926	40.5	34,142,058	43.8	-9.2
Total	76,573,135	100.0	77,907,637	100.0	-1.7

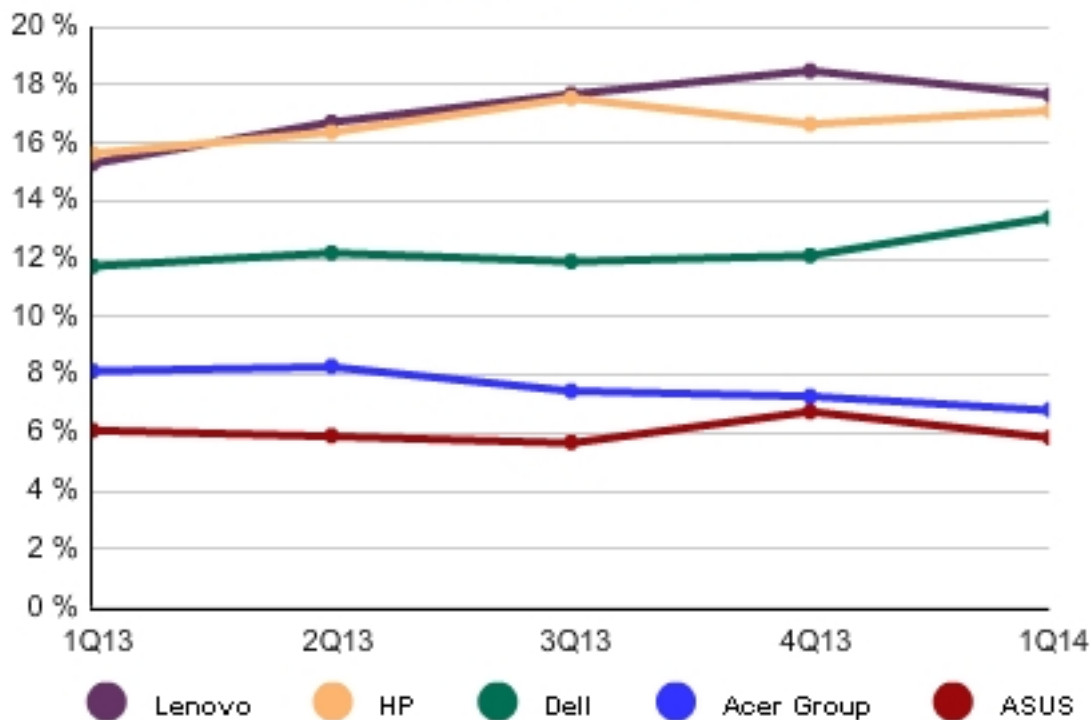
Note: Data includes desk-based PCs and mobile PCs, including x86 tablets equipped with Windows 8, but excludes Chromebooks and other tablets.

Source: Gartner (April 2014)

However the analysts differ on the actual numbers-- Gartner says Q1 2014 PC shipments total 76.6 million units with a -1.7% Y-o-Y decline, while IDC has more severe totals with shipments dropping by -4.4% Y-o-Y to 73.4m units, an improvement of sorts over previous projections of -5.3% decline.



Top 5 Worldwide PC Vendors, 1Q 2014 (Share in Units)



Preliminary EMEA PC Vendor Unit Shipment Estimates for 1Q14 (Units)

Company	1Q14 Shipments	1Q14 Market Share (%)	1Q13 Shipments	1Q13 Market Share (%)	1Q13-1Q14 Growth (%)
HP	4,565,264	19.9	3,959,083	17.4	15.3
Lenovo	3,485,365	15.2	2,570,280	11.3	35.6
Acer Group	2,437,019	10.6	2,505,293	11.0	-2.7
Dell	2,319,682	10.1	2,090,620	9.2	11.0
Asus	2,130,000	9.3	1,778,711	7.8	19.7
Others	7,955,465	43.8	9,914,022	43.4	-19.8
Total	22,892,795	100.0	22,818,008	100.0	0.3

Note: Data includes desk-based PCs and mobile PCs, including x86 tablets equipped with Windows 8, but excludes Chromebooks and other tablets. All data is estimated based on a preliminary study. The statistics are based on the shipments selling into channels.

Source: Gartner (April 2014)

[Demand is growing, but PC vendors are spending more to get weak consumers to buy](#)