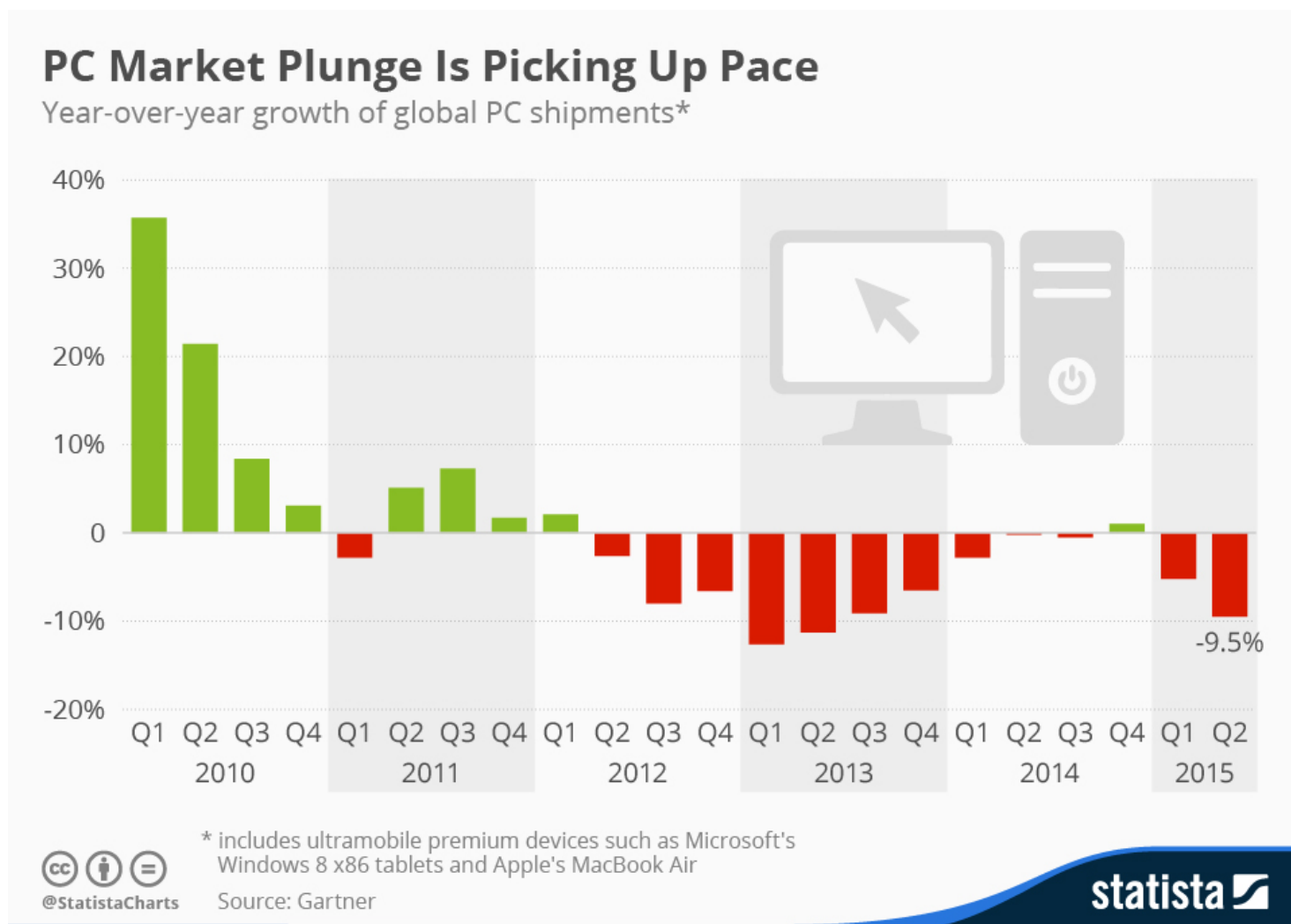


## PC Market Returns to Slump

Written by Marco Attard  
16 July 2015

The PC market's recent return to growth was but a blip in between periods of decline, Gartner suggests, as global Q2 2015 shipments drop by 9.5% Y-o-Y to 68.4 million units, the steepest shipment decline since Q3 2013.



As the Statista chart shows, the PC market has been seeing falling shipments since Q2 2012, with only Q4 2014 showing a brief moment of growth. No wonder Gartner projects 2015 PC shipments will drop by 4.4%, even if it also insists the market will return to "slow and steady" growth come 2016.

"The price hike of PCs became more apparent in some regions due to a sharp appreciation of

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the US dollar against local currencies," the analyst says. "The price hike could hinder PC demand in these regions. Secondly, the WW PC market experienced unusually positive desk-based growth last year due to the end of Windows XP support. After the XP impact was phased out, there have not been any major growth drivers to stimulate a PC refresh. Lastly, the Windows 10 launch scheduled for Q3 2015 has created self-regulated inventory control. PC vendors and the channels tried clearing inventory as much as possible before the Windows 10 launch."

### Preliminary Worldwide PC Vendor Unit Shipment Estimates for 2Q15 (Thousands of Units)

Company	2Q15 Shipments	2Q15 Market Share (%)	2Q14 Shipments	2Q14 Market Share (%)	2Q15-2Q14 Growth (%)
Lenovo	13,456.9	19.7	14,440.4	19.1	-6.8
HP	11,924.2	17.4	13,174.3	17.4	-9.5
Dell	9,587.9	14.0	10,082.1	13.3	-4.9
Asus	4,652.6	6.8	5,183.0	6.9	-10.2
Acer Group	4,558.0	6.7	5,710.6	7.6	-20.2
Others	24,220.7	35.4	26,978.4	35.7	-10.2
<b>Total</b>	<b>68,400.3</b>	<b>100.0</b>	<b>75,568.8</b>	<b>100.0</b>	<b>-9.5</b>

Notes: Data includes desk-based PCs, notebook PCs and ultramobile premium (see ["Market Definitions and Methodology: Consumer Devices"](#)). All data is estimated based on a preliminary study. Final estimates will be subject to change. The statistics are based on shipments selling into channels. Numbers may not add up to totals shown because of rounding.

Source: Gartner (July 2015)

On a vendor basis Lenovo remains on top of the global rankings, even if it sees first shipment declines (-6.8% Y-o-Y) since Q2 2013 due to a tough time in EMEA, Latin America and Japan. HP follows with similar (-9.5%) declines after 5 consecutive quarters of growth, with "steep" EMEA declines possibly caused by currency impact and tight inventory controls.

Dell comes 3rd with shipments reaching 9.5m, a less severe -4.9% Y-o-Y declines partially attributed to a lower presence in the consumer market, leading to a lesser impact from pre-Windows 10 launch inventory control.

Go [Gartner Says WW PC Shipments Declined 9.5% in Q2 2015](#)

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Go [PC Market Plunge is Picking Pace \(Statista\)](#)