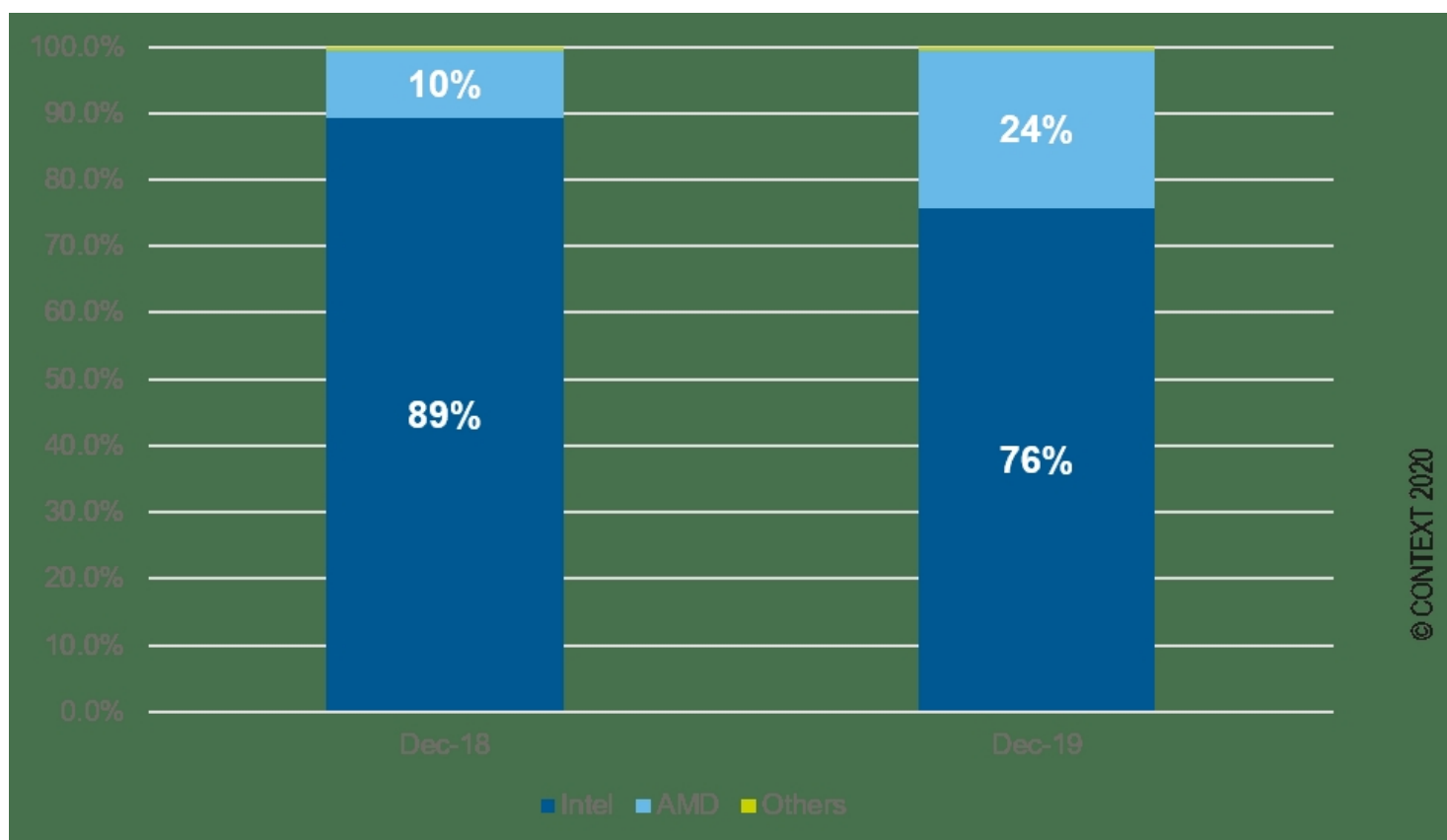


## Context: AMD Takes 16% of December 2019 W. European PC Sales

Written by Alice Marshall  
12 February 2020

---

According to Context, 16% of PCs sold through the largest W. European distributors in December 2019 are AMD-based, up from the 7% of December 2018, with most of the share growing in the consumer segment.



The analyst says that while only 10% of PCs sold to retailers and consumer etailers in December 2018 are AMD-powered, the proportion is up to 24% on December 2019. Such results come not only due to the rise in AMD PC volumes, but also the result of a decline in the sales of products based on Intel processors.

AMD also gains share in commercial sales, if on a smaller scale and from a lower base. AMD processors appear in just 4% of PCs sold to the small and medium resellers, corporate resellers and business etailers on December 2018, but such share is up to 10% on December 2019. Intel chip supply constraints lead to a number of PC vendor increase their focus on AMD offerings. HP and Lenovo dominate commercial AMD PC sales, while the consumer segment is more varied, with HP, Lenovo, Acer and Asus offering a variety of products and driving growth.

## Context: AMD Takes 16% of December 2019 W. European PC Sales

Written by Alice Marshall  
12 February 2020

---

Total December 2019 AMD PC sales vary strongly by country. Germany shows strongest market adoption, with AMD share reaching 20%. The UK follows at 17%. together with Italy (16%), Spain (15%) and France (11%). Context expects Intel supply to improve in 2020, but the shortage will continue to impact the market, leading AMD to further fill the gaps, particularly in the consumer market.

Go [AMD share of Western Europe PC sales reaches 16% at the end of 2019 \(Context\)](#)