

Gartner: W. Europe PC Shipments Down -11.4%

Written by Marco Attard
16 November 2011

W. European PC shipments total 14.8M units in Q3 2011-- an -11.4% Y-o-Y decline according to Gartner. The analyst rightfully describes the results as "unpleasant reading for the PC industry."

After all Q3 is traditional "strong" consumer quarter, being the back-to-school sale season. Thankfully, the inventory build-up slowing down the last 4 quarters appears to be clearing up.

Western Europe: PC Vendor Unit Shipment Estimates for 3Q11 (Thousands of Units)

Vendor	3Q11 Shipments	3Q11 Market Share (%)	3Q10 Shipments	3Q10 Market Share (%)	3Q10-3Q11 Growth (%)
HP	3,371	22.7	3,645	21.8	-7.5
Acer Group	2,248	15.2	4,095	24.5	-45.1
ASUS	1,567	10.6	1,302	7.8	20.3
Dell	1,452	9.8	1,613	9.6	-10.0
Apple	1,132	7.6	947	5.7	19.6
Others	5,051	34.1	5,131	30.6	-1.6
Total	14,821	100	16,733	100	-11.4

Note: Data includes desk-based PCs and mobile PCs. Media tablets are excluded.
Source: Gartner (November 2011)

The mobile PC market declines by -12.6% Y-o-Y-- mostly due to the sharp decrease of over -40% in mini notebook shipments-- while Q3 2011 desktop PC shipments are down by -8.7% Y-o-Y.

Gartner says the consumer segment is the hardest hit-- decreasing by -18.8% Y-o-Y.

Gartner: W. Europe PC Shipments Down -11.4%

Written by Marco Attard
16 November 2011

The professional segment also remains subdued due to the still pessimistic economic outlook, declining by -2.1% Y-o-Y as the "much hoped-for" migration to Windows 7 only manages to crawl forward.

HP remains the top W. European PC vendor with 22.7% market share, despite the uncertainties its PC division was facing. The company was considering either a spin-off or an outright sale, before backing up on such a decision.

Acer continues losing market share (down to 15.2% market share, from 24.5% in Q3 2010) and continues facing bloated inventory-- opening the channel for the likes of Asus, now in 3rd place (beating Dell with 10.6% market share) thanks to "sharp growth" in notebook shipments across consumer and SMB segments.

Apple takes 5th place with double-digit growth in both consumer and professional segments, particularly with mobile PC shipments growing by 28% Y-o-Y.

In conclusion? The W. European consumer confidence "permanently shaken", as economic issues continue spreading across most of the region. One can see declines across all regions, even if France sees better results than most of Europe-- a -2.1% Y-o-Y decline, compared to the -11.4% European average.

Go [Gartner Says W. European PC Market Declined 11% in Q3 2011](#)