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20 February 2014

According to IDC global personal and entry-level storage (PELS) shipments reach 75.2 million units with 13.6% growth in a "strong" 2013, while revenues are up by 6.2% to $6.7 billion.

PELS covers storage solutions with 1-2 (personal) to 3-12 (entry-level) configurations aimed at individuals, small/home offices and SMBs.

Worldwide Personal and Entry-Level Storage Shipment Value, Market Share, and Year-Over-Year Growth, 2013 (shipment value in $M)

Vendor Type	2013 Shipment Value	2013 Market Share	2012 Shipment Value	2012 Market Share	2013/2012 Growth
HDD Vendors	$4,096	61.1%	$3,459	54.8%	18.4%
Mainstream non-HDD Vendors	$1,761	26.3%	$2,142	34.0%	-17.8%
Others	$844	12.6%	$706	11.2%	19.6%
Total	**$6,701**	**100.0%**	**$6,308**	**100.0%**	**6.2%**

Source: IDC Worldwide Quarterly Personal and Entry Level Storage Tracker, February 2014

The year does end on a slightly sour note, since Q4 2013 shipments drop by -4.2% Y-o-Y to 20.4m units as revenues total $1.8bn with a -10.3% Y-o-Y decline.

"The PELS market finished 2013 strong even with the difficult comparison with a strong H2 2012," IDC says. "Q4 2012 showed exceptionally strong growth as the PELS market was in full recovery mode after the Thailand floods, which led to HDD shortages. Despite the resulting slight decline in Q4 2013, the PELS market was able post Y-o-Y growth for all of 2013. This continued annual growth is driven by on-going consumer education, better marketing by vendors, and progressing product evolution to address items such as higher capacity, faster transfer speeds, and mobile device integration."

HDD vendors take over 76.9% of PELS shipment share, even if the entry-level storage market is dominated by non-HDD vendors with 60.6% shipment share.

Entry-level shipments see 6.8% growth during 2013 thanks to the 4-bay category providing an easy entry point for vendors wanting to introduce entry-level products. Otherwise the segment sees flat (0.7%) shipments for higher-bay devices.

Worldwide Personal and Entry-Level Storage Shipment Value, Market Share, and Year-Over-Year Growth, Fourth Quarter 2013 (shipment value in $M)

Vendor Type	4Q13 Shipment Value	4Q13 Market Share	4Q12 Shipment Value	4Q12 Market Share	4Q13/4Q12 Growth
HDD Vendors	$1,191	66.0%	$1,216	60.4%	-2.1%
Mainstream non-HDD Vendors	$392	21.7%	$574	28.5%	-31.7%
Others	$223	12.3%	$223	11.1%	-0.4%
Total	**$1,805**	**100.0%**	**$2,013**	**100.0%**	**-10.3%**

Source: IDC Worldwide Quarterly Personal and Entry Level Storage Tracker, February 2014

Meanwhile 2-bay products decline by -32.2% Y-o-Y during Q4 2013. Single-bay personal storage remains the most popular, making 98% of Q4 2013 personal storage shipments. Personal storage makes 98.8% of PELS shipments and 86.9% of revenues for Q4 2013.

When it comes to technology, the 3.5-inch form factor is making way to the more portable 2.5-inch, with 2013 shipments dropping by -18.8% as 2.5-inch shipments remain flat at 0.8%. Users are also migrating to higher capacity storage (2TB devices make 48.3% of personal 3.5-inch device shipments), while USB remains the interface of PELS customer choice with 93.3% market share.

Go [WW PELS Market Sees Overall Strong Finish to 2013 According to IDC]