

Dell Loses Consumer Business

Written by Marco Attard
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Dell fiscal Q3 2013 consumer revenues drop by -23% Y-o-Y to \$2.5 billion (with \$65 million in operating losses) as the general PC market continues its global downwards spiral.



Overall Dell revenue for the quarter is also down-- -11% Y-o-Y (or 5.3% Q-o-Q), reaching \$13.7bn. Earlier analyst forecasts hoped for Dell revenues showing at least 3% Y-o-Y growth.

EMEA is the worst hit region, with revenues dropping by -15% Y-o-Y.

The company hopes the situation will improve through post-Windows 8 shipments, even if it is somewhere between a rock and a hard place in PCs-- Lenovo and Asus ([the only two PC makers actually showing growth during Q3 2012 according to Gartner](#)) on one side and consumer preference for mobile devices on the other.

As Dell CEO Steve Felice admits “growth in [PC] space continues to occur predominantly in the low value and entry-level desktops and notebooks, where we’ve chosen not to participate, and in tablets.”

Maybe the above results will point the company towards further dependence on enterprise-- Dell Enterprise Solutions and Services grow by 3% (to \$4.8bn) and server and networking products reach 11% Y-o-Y growth.

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However it also sees declines in large enterprise (-8%), public (-11%) and SMB (-1%) revenues, reflecting the current mood of the global economy.

Go [Dell Q3 Results](#)