

Toshiba, Fujitsu, Vaio Consider PC Merger?

Written by Marco Attard
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In Japan, *Nikkei* reports on a deal that could re-shape the face of PC distribution, **Toshiba, Fujitsu** and **Vaio**

might merge their PC operations creating a "top player" holding around 30% share of the Japanese market and 6% of global market (just under Apple's current global ranking.)



Negotiations on the deal should take place sometime in December, with expectations of a combined company launch in April 2016.

Nikkei adds **the companies would unite under the Vaio brand name**, with the combined entity integrating domestic and overseas operations, from R&D to production and sales.

Toshiba and Fujitsu already have an interest in Vaio-- the companies fund **Japan Industrial Partners**, the top Vaio shareholder.

Reportedly the idea for the merger comes from scandal-battered Toshiba (CEO Masashi Muromachi describes this PC deal as an "an option"), in part as a means to unload a weak PC division. Fujitsu is also looking to offload its ailing PC division by March 2016, while Vaio CEO Yoshimi Ota tells the Wall Street Journal "if a deal is advantageous to Vaio, we would consider it."

But would a merger of battered Japanese PC makers leave a dent in the PC market?

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Maybe... not. The three companies suffer individually from poor global distribution (Toshiba is stronger in USA, and Fujitsu in Europe, for example). *Euromonitor* says combined Toshiba-Fujitsu-Vaio 2015 global PC sales share clocks in at 6.4%.



What this merger would do is leave a wake of distribution decisions... two long-time sets of loyal distribution partners will face the option of either adopting Vaio as a brand or dropping a favoured PC brand.

Such decisions are further complicated by the fact that some of the same distribution partners carry a full range of consumer & office electronics products-- now minus the PC products.

The other trend to be noted: the Japanese electronics conglomerates that once defined the consumer markets are retreating and now looking enviously at the B2B market.

Go [Toshiba, Fujitsu, Vaio Mulling PC Business Merger \(Nikkei\)](#)

Go [Vaio Open to PC Consolidation Talks With Toshiba, Fujitsu \(WSJ\)](#)