

Gartner: Q3 2012 PCs Down -15% in W. Europe

Written by Marco Attard
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All PC segments remain in decline in W. Europe according to Gartner-- with total shipments dropping by -15.4% Y-o-Y to reach 13.6 million units during Q3 2012.

The consumer PC market is down by -15%, while the professional market is down by -15.8%. Mobile PCs drop by -15.2% and desktops decrease by -15.7%.

Gartner describes June and July PC shipments as "very low" due to vendors clearing Q2 2012 inventory. Channel and retail partners also showed caution, preferring to wait it out for the Windows 8 launch.

Germany sees the sharpest decline in shipments (-19% Y-o-Y), due to weak consumer demand and inventory control from the channel. French shipments see a -7.6% decline as the PC market remains weak, while shipments in the UK total nearly 3m with -7.2% decline.

Western Europe: PC Vendor Unit Shipment Estimates for 3Q12 (Thousands of Units)

Vendor	3Q12 Shipments	3Q12 Market Share (%)	3Q11 Shipments	3Q11 Market Share (%)	3Q11-3Q12 Growth (%)
HP	2,622	19.3	3,371	21.0	-22.2
Acer Group	1,920	14.1	2,248	14.0	-14.6
Asus	1,460	10.7	1,567	9.8	-6.8
Lenovo	1,265	9.3	1,174	7.3	7.7
Dell	1,204	8.9	1,452	9.0	-17.1
Others	5,124	37.7	6,250	38.9	-17.9
Total	13,595	100.0	16,062	100.0	-15.4

Note: Data includes desk-based PCs and mobile PCs. Media tablets are excluded
Source: Gartner (November 2012)

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Either way, "the challenge to get users to buy the next generation of PCs with Windows 8 is huge" Gartner remarks.

When it comes to vendors in W. Europe HP retains the #1 position despite loss in market share, thanks to the overall and professional PC segments. HP shipments for the quarter drop by -22.2% Y-o-Y to reach 2.6m units.

Acer follows with 14.1% market share as it retains the lead in the W. European consumer PC market. Asus remains in 3rd place, with declining netbook volume and slow ultrabook uptake.

Lenovo is the only vendor showing growth in W. Europe-- 7.7% Y-o-Y with 9.3% market share, thanks to an aggressive position on pricing in the enterprise segment. According to Gartner the Lenovo strategy caused Dell to drop to #5, with 8.9% market share and shipments reaching 1.2m units.

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