

IDC, Gartner: Q3 2014 PCs Improve

Written by Bob Snyder
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According to both IDC and Gartner Q3 2014 PC shipments show improvement over previous quarters-- the numbers are still on the decline, but by -1.7% Y-o-Y according to IDC and -0.5% Y-o-Y according to Gartner, better than previously expected.

Interestingly IDC reports Apple has overtaken Asus to the 5th place in the global Q3 2014 PC vendor rankings, a first for the company since the historic days of the Apple II. For the curious, Apple PC shipments total nearly 5 million on the quarter, leading to 6.3% market share.

Top 5 Vendors, Worldwide PC Shipments, Third Quarter 2014 (Preliminary) (Shipments are in thousands of units)

Vendor	3Q14 Shipments	3Q14 Market Share	3Q13 Shipments	3Q13 Market Share	3Q14/3Q13 Growth
1. Lenovo	15,707	20.0%	14,130	17.7%	11.2%
2. HP	14,729	18.8%	14,016	17.5%	5.1%
3. Dell	10,442	13.3%	9,517	11.9%	9.7%
4. Acer Group	6,632	8.4%	5,952	7.4%	11.4%
5. Apple	4,982	6.3%	4,577	5.7%	8.9%
Others	26,026	33.1%	31,714	39.7%	-17.9%
All Vendors	78,519	100.0%	79,905	100.0%	-1.7%

Source: IDC Worldwide Quarterly PC Tracker, October 8, 2014

Overall Q3 2014 PC shipments according to the analyst reach 78.5m units with a -1.7% Y-o-Y decline, a "sizable" improvement over previous IDC forecasts of a -4.1% Y-o-Y decline.

"[P]reliminary results still show that Q3 2014 was one of the weaker calendar 3rd quarters on

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record in terms of sequential growth. Q3 has historically been driven by back-to-school sales and renewed business purchasing, which were weaker than normal this year," the analyst says. "The current growth of lower-priced systems, while encouraging in the short run, brings concern for the long term viability of vendors to adequately remain in the PC space."

Apple does not make it in the PC vendor top 5 from Gartner, whose Q3 2014 ranking lists Lenovo, HP, Dell, Acer and Asus. However the analyst says Apple is the 3rd ranking PC vendor in the US, where it historically has a strong PC shipment and sales record record.

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 3Q14 (Units)

Company	3Q14 Shipments	3Q14 Market Share (%)	3Q13 Shipments	3Q13 Market Share (%)	3Q13-3Q14 Growth (%)
Lenovo	15,703,391	19.8	14,090,273	17.7	11.4
HP	14,214,195	17.9	13,621,160	17.1	4.4
Dell	10,185,964	12.8	9,286,002	11.6	9.7
Acer Group	6,830,009	8.6	6,265,167	7.9	9.0
Asus	5,768,120	7.3	4,936,206	6.2	16.9
Others	26,684,880	33.6	31,595,900	39.6	-15.5
Total	79,386,559	100.0	79,794,707	100.0	-0.5

Note: Data includes desk-based PCs and mobile PCs, including x86 tablets equipped with Windows 8, but excludes Chromebooks and other tablets.

Source: Gartner (October 2014)

Otherwise the Gartner numbers are similar (if also better) to those from IDC, with global Q3 2014 shipments reaching 79.4m units with a -0.5% Y-o-Y decline, as growth in mature territories (namely W. Europe and N. America) offsets declines in emerging markets.

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