

## JPR: Nvidia Up, AMD Down in GPUs

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According to Jon Peddie Research (JPR) Q3 2014 PC graphics shipments show Nvidia is taking market share back from AMD, as AMD shipments fall by -7% Q-o-Q, Nvidia grows by 12.9% and Intel shows an 11.6% increase.



"The 3rd quarter is typically the big growth quarter, and after the turmoil of the recession, it appears that trends are following the typical seasonality cycles of the past," the analyst says.

When it comes to GPU attach rate (including integrated and discrete GPUs), Q2 2014 sees a 2% increase to 155%, while 32% of PCs have discrete GPUs (flat from Q1 2014)-- meaning 68% of PCs in uses today carry embedded graphics in the CPU.

JPR adds overall Q3 2014 PC shipments are up by 6.9% Q-o-Q, if down by -2.6% on a Y-o-Y basis. And, judging from GPU shipments, the analyst says PC vendor are "guiding cautiously" for Q4 2014.

One Q3 2014 market bright spot is the gaming segment, as "strong" Nvidia Maxwell GPY sales lift discrete GPU ASPs. On the other hand tablets sales star to flatten.

On a full-year 2014 basis, JPR predicts GPU shipments to total 468 million, up from 454m in 2013, while the market is expected grow at a CAGR of around 3% during the 2014-2017 period.

Go [Nvidia Jumps 13% from Last Quarter, Intel Up 11.6%, AMD Slips 7% \(JPR\)](#)