

W. European PC Shipments Improve says CONTEXT

Written by Marco Attard
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According to CONTEXT PC sales through top W. European IT distributors improve on Q4 2015-- shipments are "almost" flat with just -0.1% Y-o-Y decline, compared to the -3% Y-o-Y seen during Q3 2015.



On a per-country basis, the UK (10%), Spain (8.3%), the Netherlands (2%) and Switzerland (5.9%) see Y-o-Y growth during Q4 2015. Other countries, including Germany (-3.5%), Italy (-3.3%), France (-9.2%), Sweden (-16.3%), Austria (-3.3%) and Poland (-5.3%) remain on the decline.

"The improvement was driven by consumer-targeted PCs, which returned to growth during the holiday season despite a strong prior-year comparison period," the analyst says. "Consumer PCs were up by 3% Y-o-Y in Q4 2015 as sales of detachable and convertible mobile devices increased."

On the other hand sales of PCs aimed at enterprise use show a -5% Y-o-Y decline-- the result of the growth seen in Q4 2014 through business sales benefiting from last XP migration projects in part pushed by the use of Windows with Bing in commercial space.

Also characterising Q4 2015 are strong efforts to clear excess PC channel inventory. As such, distributors in most countries saw stock levels drop to more acceptable levels during the quarter, while the transition to Windows 10 accelerated "significantly." Windows 10 Home accounted for just 44% of W. European sales in October 2015, but the figure went up to 69% in November and to 80% in December.

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