



Middle East, Turkey, & Africa Personal Computing Devices Market Set to Decline to Lowest Levels Since 2009

Dubai – The Middle East, Turkey, and Africa (META) personal computing devices (PCD) market, which is made up of desktops, notebooks, workstations, and tablets, will slump to its lowest levels in a decade next year, according to the latest insights from International Data Corporation (IDC). The global technology research and consulting firm's Quarterly PCD Tracker forecasts overall PCD shipments for the region of 19.6 million units in 2019, the lowest total since 16.5 million units were shipped in 2009.

Middle East & Africa PCD Market Shipment Forecast, 2018–2022 (Units)				
Product Category	2018	2019	2022	CAGR 2018–2022
PC	11,351,327	10,648,893	11,014,475	-0.75%
Tablet	9,938,240	8,956,178	8,047,983	-5.14%
Total	21,289,567	19,605,071	19,062,458	-2.72%

"The region's largest market, Turkey, has seen its currency weaken to the lowest levels in history against the U.S. dollar, causing the prices of imported goods from multinational brands to rise significantly," says Fouad Charakla, IDC's senior research manager for client devices in the META region. "This has had a significant negative impact on the purchasing power of end users in the country and will be a key inhibitor of growth over the coming quarters. Currency issues have also worsened in Iran due to the tightening of U.S. sanctions against the country, meaning it is now far more difficult for market players in Iran to make payments in U.S. dollars for supplies of imported PCs and tablets."

These ongoing currency issues in Turkey and Iran played a considerable role in the META region's overall PCD shipments declining 14.3% year on year in Q3 2018. IDC's latest research shows that shipments fell to around 5 million units for the three-month period, the lowest quarterly level seen since Q3 2010.

"Turkey and Iran were not the only sore points for the META PCD market in Q3 2018, with the UAE also suffering a significant decline in shipments," says Charakla. "This was caused by slow market sentiment in the country, particularly within the consumer segment. It's also worth noting

that the duration of the region's largest IT and consumer electronics sales event, GITEX Shopper, hosted in Dubai in early October, was shortened when compared to last year."

The top vendor rankings in the PC market remained unchanged in Q3 2018 compared to the same quarter last year. HP continued to gain share, maintaining a comfortable lead over its rivals. All other top vendors also gained share, with the exception of Asus, which suffered a significant decline.

Middle East & Africa PC Market Vendor Shares (Units)		
Company	Q3 2017	Q3 2018
HP Inc.	28.4%	29.2%
Lenovo	19.7%	21.2%
Dell	15.9%	16.6%
ASUS	9.3%	5.1%
Acer Group	4.0%	4.1%
Others	22.7%	23.8%

In the tablet space, Samsung continued to lead in terms of units, having delivered a massive education project in Egypt which enabled it to gain share. Huawei and i-life also managed to gain share while Apple remained flat and Lenovo suffered a major decline.

Middle East & Africa Tablet Market Vendor Shares (Units)		
Company	Q3 2017	Q3 2018
Samsung	21.3%	22.5%
Huawei	12.8%	13.7%
Apple	9.6%	9.6%
Lenovo	15.2%	8.3%
i-life	4.0%	4.5%
Others	37.1%	41.3%

IDC expects a shortage of supply of Intel CPUs in the market to kick in from Q4 2018. This shortage is expected to last through the first half of 2019 and will primarily impact entry-level CPUs such as Atom and Celeron. On a more positive note, IDC expects another massive delivery of slate tablets into Egypt's education sector during the final quarter of 2018. The first installment of around 100,000 tablets was delivered in Q3 2018.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of **IDG**, the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC).

IDC in the Middle East, Africa, and Turkey

For the Middle East, Africa, and Turkey region, IDC retains a coordinated network of offices in Riyadh, Nairobi, Lagos, Johannesburg, Cairo, and Istanbul, with a regional center in Dubai. Our coverage couples local insight with an international perspective to provide a comprehensive understanding of markets in these dynamic regions. Our market intelligence services are unparalleled in depth, consistency, scope, and accuracy. IDC Middle East, Africa, and Turkey currently fields over 130 analysts, consultants, and conference associates across the region. To learn more about IDC MEA, please visit www.idc-cema.com. You can follow IDC MEA on Twitter at [@IDCMEA](https://twitter.com/IDCMEA).

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Sheila Manek
smanek@idc.com
+971 4 446 3154