



Buoyant Commercial Performance Brings EMEA PC Market Close to Stability in 2019Q1, Says IDC

LONDON, April 25, 2019 — The Europe, Middle East, and Africa (EMEA) traditional PC market (desktops, notebooks, and workstations) declined YoY in 2019Q1 for the second consecutive quarter, but at a softer rate (-2.7% YoY) and totaling 17.0 million units, according to International Data Corporation (IDC). The commercial segment posted healthy growth of 6.0% YoY, with both product categories performing well. The consumer space suffered a heavy decline of 12.6% YoY as both desktops and notebooks fell by double digits.

The Western European traditional PC market registered overall growth of 2.8% YoY as consumer softness (-8.9% YoY) was offset by strong commercial growth (10.7% YoY).

"An exceptional commercial performance kept the Western European PC market afloat," said Liam Hall, senior research analyst, IDC Western Europe Personal Computing. "Despite component shortages and troublesome macroeconomic conditions in some of the major economies, Windows 10 refreshes, ongoing mobility adoption, and the fulfilment of backlogs drummed up a strong commercial appetite that vendors were ultimately able to satiate."

CPU shortages continued to impact supply for low-end models, while shifting consumer buying habits resulted in overall higher levels of inventory which further contributed to the ongoing dismal picture for the overall consumer market. Nevertheless, premium, ultraportable thin and light devices, and gaming continued to provide a pocket of growth as vendors shift priority away from volume in favor of maximizing profitability.

"The traditional PC market in the CEMA region performed better than anticipated, posting results of -12% YoY. Both regions contracted in double digits, but contrary to the forecast, CEE recorded worse results than MEA. Consumer demand in both regions decreased by double digits, versus a single-digit decline for commercial," said Stefania Lorenz, associate VP, CEMA. "Africa, accounting for around a 40% share of the total MEA, continues to outperform the Middle East subregion as Central Africa and North Africa show good momentum, as does the Sub-Saharan region. The Middle East remains afflicted by the turbulence in the Rest of Middle East region, as well as currency instability in Turkey."

"Following over a year of positive market results, the CEE region contracted by 10.5% YoY," said Nikolina Jurisic, product manager, IDC CEMA. "Russian PC shipments were mostly affected by the inventory build-up during the previous couple of quarters, especially in the

consumer space. Ukraine and the CIS countries were inhibited by a lack of projects, while a CPU shortage influencing mostly low-performance PCs negatively affected consumer demand. The Central part of the region overall performed slightly better, thanks to some visible recovery in Poland and Czech Republic."

Vendor Highlights

Traditional PC market consolidation continued, and the top 3 vendors' share continued to grow in 2019Q1. The top 3 players accounted for 68.3% of total market volume, compared with 65.5% in 2018Q1.

- **HP Inc.** retained the top spot in EMEA, gaining 0.2% points YoY to reach 28.9% market share. It registered an overall decline of 2.2% YoY, as healthy commercial growth could not offset the double-digit decline in consumer.
- **Lenovo (including Fujitsu)** ranked second, reporting 24.5% market share (an increase of 1.2% YoY). This growth was boosted by an exceptionally strong commercial performance, supported by healthy growth for Fujitsu.
- **Dell Inc.** secured third place with a market share of 14.9% (up 1.5% YoY). The vendor achieved the strongest growth rate of the top vendors (+8.0% YoY), registering double-digit growth across both product categories in the commercial space.
- **Acer** retained fourth position with 7.0% market share (down 0.9% YoY). A strong focus on the consumer market made Acer more susceptible to its softness, leading to an overall decline of 13.9% YoY.
- **ASUS** claimed fifth spot with a share of 6.5% (down 1.0% YoY). As with Acer, consumer softness inhibited growth prospects for the vendor, leading to an overall decline of 14.6% YoY.

Figure 1

Top 5 Companies: Europe, the Middle East, and Africa (EMEA) Traditional PC Shipments*
2019Q1 (Preliminary) (000 Units)

Company	2019Q1 Shipments	2019Q1 Share	2018Q1 Shipments	2018Q1 Share	YoY Growth
HP Inc.	4,927	28.9%	5,037	28.8%	-2.2%
Lenovo (includes Fujitsu)	4,172	24.5%	4,085	23.3%	2.1%
Dell Inc.	2,531	14.9%	2,343	13.4%	8.0%
Acer	1,189	7.0%	1,381	7.9%	-13.9%
ASUS	1,115	6.5%	1,305	7.5%	-14.6%
Others	3,094	18.2%	3,351	19.1%	-7.7%
Total	17,029	100.0%	17,501	100.0%	-2.7%

Source: IDC Quarterly PCD Tracker (PC Pivot) EMEA Preliminary, 2019Q1, April 2019

Table notes:

- Some IDC estimates were made prior to financial earnings reports.
- Shipments include shipments to distribution channels or end users. OEM sales are counted under the vendor/brand under which they are sold.
- Traditional PCs include desktops, notebooks, and workstations, and do not include tablets or x86 servers. Detachable tablets and slate tablets are part of the Personal Computing Device Tracker, but are not addressed in this press release.
- Data for all vendors is reported for calendar periods.

For more information on IDC's EMEA Quarterly Personal Computing Device Tracker or other IDC research services, please contact Vice President Karine Paoli on +44 (0) 20 8987 7218 or at kpaoli@idc.com. Alternatively, contact your local IDC office or visit www.idc.com.

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:

Liam Hall
lhall@idc.com
+44 (0) 20 8987 7204
Nikolina Jurisic
njurisic@idc.com
+385 1 304 0050
Stefania Lorenz
slorenz@idc.com
+44 (0) 20 8987 7249