

Computer market in the first half of 2011, Acer down to No. 4

HP still holds the largest market share in the world, while Dell surpassed second, followed by Lenovo, pushing Acer to fourth in the world.

HP still holds the largest market share in the world, while Dell surpassed second, followed by Lenovo, pushing Acer to fourth in the world.

Company	2Q11 Shipments	2Q11 Market Share (%)	2Q10 Shipments	2Q10 Market Share (%)
HP	14,888,086	17.5	14,454,971	17.4
Dell	10,621,436	12.5	10,283,074	12.3
Lenovo	10,225,358	12.0	8,349,272	10.0
Acer	9,298,989	10.9	11,689,255	14.0
Asus	4,467,611	5.2	4,306,241	5.2
Toshiba	4,411,400	5.2	4,497,576	5.4
Others	31,306,987	36.7	29,732,493	35.7
Total	85,219,865	100.0	83,312,882	100.0

Gartner statistics.

According to Gartner market research company, the computer market is gradually moving into a stable orbit with slow growth from the second half of 2010 until now. The growth of the second quarter of this year was only 2.3% compared to the same period last year, and also increased only 1.4% compared to the first quarter of 2011. Gartner also predicts that about 385 million computers will be sold in 2011, and if based on the latest figures, the number of PCs that companies have released only meets 43% of global demand. .

This year, the market is still divided by " martial arts army ", including HP, Acer, Dell, Lenovo, Asus. Although there are still nearly 6 months to locate, but only in the first 2 quarters of the year, the race to the first place has changed a lot. At the end of the second quarter, HP temporarily retained its first position with 17.5% market share, followed by Dell with about 12.5%. Followed by Lenovo with 12% market share. Acer from second place has dropped to fourth with 10.9%, followed by Asus with 5.2% market share.

Apple's expansion with 25 million iPads has been sold since April 2010, worrying computer makers. The fact that customers have more choices in buying a technology product for work and entertainment also makes the vendors reluctant to calculate business and import personal computers. Although up to now, both of the top 5 major companies have launched their own tablets, but have yet to cool down the "fever" caused by Apple globally. This is also the reason why the overall growth rate of the personal computer market slowed down.

The world economy is still in a period of re-stabilization after the crisis in 2009, which means that big corporations have to deepen their thinking and change faster to find new, strategic models. New to convince customers to choose their products. In addition to the price war, a number of companies such as Acer have changed their brand identity to further affirm their " *green* " commitment to the environment, and to create more sympathy for consumers in the fight to protect the atmosphere. Ultra-thin, ultra-long battery products, which are also continuously released, such as Lenovo Thinkpad X1, HP Elitebook 2530T, Acer Aspire 4830, Acer Aspire 3951 super slim .

Although growing slowly, but according to analysts, the second half of 2011 is the " *hardship* " time, promising the " *expansion* " of the " *big man* " .

You finished reading the article "**Computer market in the first half of 2011, Acer down to No. 4**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.