

Global PC market shows some signs of prosperity after 7 consecutive years of 'recession'.

A timely flash appeared to revive the already gloomy global PC market.

A timely flash appeared to revive the global PC market, which has been bleak for years. According to reports from two reputable market analysis companies Gartner and IDC, global PC market sales in 2019 recorded growth - the first and only prosperous sign after 7 years of continuous losses. and officially entered the saturation phase.

According to the report, a total of 70.6 million PC units shipped in the fourth quarter of 2019 - an increase of 2.3% over the same period in 2018, according to Gartner. On a year-round basis, the global PC market saw a growth of 0.6% last year - the equivalent of 261.2 million products sold worldwide in 2019.

IDC's data is a little different. Accordingly, the number of PCs sold worldwide in the fourth quarter of 2019 reached 71.8 million units, an increase of 4.8% over the same period last year. In all 4 quarters, a total of 266.69 million PCs were shipped in 2019, a growth rate of 2.7% compared to 2018.

The reason for the small difference in Gartner and IDC statistical results is due to the different methods of calculating the number of shipments. Gartner data may include desktops, laptops and high-end product lines (such as Microsoft Surface), but not Chromebooks or iPads. While IDC will enumerate both desktops, laptops (including Chromebooks) and workstations, there are no tablets or x86 servers.

Although the statistics are a bit different, the common point in the Gartner and IDC reports is that the growth of the global PC market in 2019. This is the only bright spot in the entire industry since 2011 to date. This result is thought to stem from the flourishing of the global financial situation, vibrant business needs, and the emergence of quality Windows 10 upgrades. The most pronounced impact was noted in the United States, when the EMEA and Japan region.

In particular, this growth trend is expected to continue in 2020, with the death of Windows 7 and many businesses in emerging regions such as China, Eurasia and Asia / Pacific. There is a huge need for system upgrades.

IDC and Gartner believe that the shortage in Intel's CPU supply will be a factor affecting the market in Q4 2019. However, AMD is the supply balancing factor, helping the market keep the momentum growing. .

In terms of PC makers' market share in the fourth quarter of 2019, Lenovo ranked first with 17,832 units shipped, followed by HP and Dell with 17,170 units and 12,463 units sold.

Top Companies, Worldwide Traditional PC Shipments, Market Share, and Year-Over-Year Growth, Q4 2019 (Preliminary results, shipments are in thousands of units)					
Company	4Q19 Shipments	4Q19 Market Share	4Q18 Shipments	4Q18 Market Share	4Q19/4Q18 Growth
1. Lenovo	17,832	24.8%	16,751	24.4%	6.5%
2. HP Inc.	17,170	23.9%	16,068	23.5%	6.9%
3. Dell Technologies	12,463	17.4%	11,259	16.4%	10.7%
4. Apple	4,721	6.6%	4,984	7.3%	-5.3%
5. Acer Group	4,368	6.1%	4,561	6.7%	-4.2%
Others	15,227	21.2%	14,892	21.7%	2.3%
Total	71,780	100.0%	68,514	100.0%	4.8%

Source: IDC Quarterly Personal Computing Device Tracker, January 13, 2020

Top Companies, Worldwide Traditional PC Shipments, Market Share, and Year-Over-Year Growth, 2019 (Preliminary results, shipments are in thousands of units)					
Company	2019 Shipments	2019 Market Share	2018 Shipments	2018 Market Share	2019/2018 Growth
1. Lenovo	64,768	24.3%	59,857	23.1%	8.2%
2. HP Inc.	62,908	23.6%	60,000	23.1%	4.8%
3. Dell Technologies	46,545	17.5%	44,170	17.0%	5.4%
4. Apple	17,684	6.6%	18,083	7.0%	-2.2%
5. Acer Group	17,029	6.4%	17,853	6.9%	-4.6%
Others	57,756	21.7%	59,620	23.0%	-3.1%
Total	266,690	100.0%	259,583	100.0%	2.7%

Source: IDC Quarterly Personal Computing Device Tracker, January 13, 2020

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