

Laptop market in the third quarter: Dell was surpassed by Acer

According to research firm IDC, HP's market share in the third quarter has risen to 19.2%, far behind its second rival Dell with 14.6%. This difference is much more pronounced than a year ago, when the gap between these two giants was very fragile: HP 16.5% compared to Dell 16.3%.

HP continued to widen the gap with rival Dell for a time, and Acer quickly lost its No. 2 position in the laptop market, pushing Dell giant to plunge to third place.

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For the past two years, Dell has been continuously troubled and challenged, from changes in leadership, major reforms to financial scandals.

However, its biggest problem is that it cannot grow as fast as its rivals, despite the strong growth of the overall PC market.

Dell's third-quarter business results clearly reflect this problem: Although revenue is high, production and operating costs are sluggish in profits.

Besides, the fact that big customers (such as financial corporations, banks, etc.) falter when buying new computers will also threaten their business in the future.

Threat from Asia



Source: PC World Ironically, rival companies have taken advantage of Dell's "footsteps" very well. Under the empire of CEO Mark Hurd, HP's market share is constantly expanding.

Its shipments of PC shipments in the third quarter increased 32.7% year on year to 13.1 million units. Meanwhile, Dell increased only 1.5% to 9.9 million units.

Acer continues to drill into Dell's wounds, losing its No. 2 position in the global laptop market. Taiwan computer brand has achieved the strongest growth rate among the top group of giants - 68% compared to the same period last year.

As usual, the laptop market still grows much faster than the desktop market. It also brings higher profits for the manufacturer, iSuppli said.

While the number of laptops shipped in the third quarter increased by 33.5% over the same period last year, this figure in the desktop block was only 3.4%.

Currently, Acer's market share in the PC market in general is 7.9%. However, this number does not include Gateway's market share, the computer company newly acquired by Acer a few months ago. In the fourth quarter, when the Gateway market share is officially included, the gap between Acer and Dell and Lenovo will be narrowed significantly.

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