

# Overview of the global PC market in 2020

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The global PC market has had a great 2019, for the first time seeing strong growth after nearly a decade of entering the 'saturation' phase and facing great competition from handheld technology products. This success largely stems from the predicted death of Windows 7, which has led to a surge in demand for PC changes. This growth trend is expected by many experts to remain in 2020, with many businesses in emerging regions such as China, Eurasia and Asia / Pacific wishing to upgrade their systems. very big.

However, the recent report of the prestigious market analysis firm Canalys has made the opposite statement: The growth of the global PC market will decrease by 3.4% in 2020, in case of positive. Best.

Canalys's comments are compiled from sources of information available at many sources, including but not limited to equipment suppliers, ODM, OEM, supply chain companies, partners, retailers and ISV, Especially, the sudden impact of the COVID-19 outbreak has been negatively affecting many countries in the world, causing production and trade activities to be delayed.

Month	Manufacturing capacity level	
	Best-case scenario (80% probability)	Worst-case scenario (20% probability)
January 2020	100%	100%
February 2020	30% to 35%	20% to 25%
March 2020	75% to 85%	40% to 55%
April 2020	100%	80% to 85%
May 2020	100%	90%
June 2020 onwards	100%	100%

In the report, Canalys presents two scenarios, for the best and worst cases, showing the minimum and maximum impact of the COVID-19 epidemic on the world PC industry. The main difference between the two scenarios lies in the amount of time needed for normal manufacturing and business activities to return to China and other countries around the world. This depends heavily on disease prevention and control in each country.

China is considered the giant factory of the world, nearly every manufacturer of computers and mainframe components has a factory in China. The outbreak of the disease and the absence of signs of cooling in the world's most populous country prevented production from happening as expected, leading to a sharp drop in the market supply, leading to great losses for the market. enterprise. Despite the large PC assemblers, such as Foxconn, Quanta, Compal and Wistron, who reported resuming part of the PC assembly in their Chinese factories, the current price of PC components is still increasing. day.

The United States, the world's number one PC market, is likely to be most hurt by this supply shortage. The impact will become most pronounced at the end of the second quarter of 2020, as most PC vendors have stockpiled goods from 2019 and are still sufficient to market them. This is also the time when global demand for PCs increases sharply as students and students begin the new school year. The lack of power will cause prices to

soar, resulting in reduced user demand for upgrades.



Under the best scenario, production is expected to return to normal by April 2020, so the biggest impact will only affect shipments sold in the first two quarters, the market will gradually recover in Q3 and Q4.

On the contrary, in the worst case scenario, production will not return to normal until at least the end of June 2020. Therefore, there will be a significant decrease in shipments sold in the first 3 quarters compared to with 2019. The market is then expected to recover in the fourth quarter of 2020. Thus, the number of sold lots worldwide is expected to decrease in three consecutive quarters, with a 21% decline in Q1, 23. % in Q2 and 6% in Q3. The prosperity only appears in Q4 when the market returns to stability, with an increase of 13%.

In short, worldwide PC market will suffer a heavy decline, up to 9% compared to 2019, due to the sudden impact of the COVID-19 epidemic.

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