

At 19.5%, global PC shipments plummet to 25-year low in Q3

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The global personal computer market has suffered the steepest decline in nearly 25 years as shipments reported a fall of 19.5 per cent at 68 million units in the third quarter that ended September 30, 2022, reflecting a sustained weak demand for PCs.

According to research firm Gartner, the poor appetite for PCs and lesser priority for the purchase of PCs in the IT budgets of organisations are cited as reasons for the poor demand. Lenovo maintains top slot with a market share of 25.2 per cent.

"This is the steepest market decline since we began tracking the PC market in the mid-1990s and fourth consecutive quarter of year-over-year decline," the company said.

NOT ON PRIORITY LIST

Mikako Kitagawa, Director Analyst at Gartner, said, "This quarter's results could mark a historic slowdown for the PC market. High inventory levels have now become a

PC shipments worldwide

Unit shipment estimates for Q3 2022

Company	Q3 2022 shipments	Q3 2022 market share (%)	Q3 2021 shipments	Q3 2021 market share (%)	Q3 2022-Q3 2021 growth (%)
Lenovo	17,114	25.2	20,215	23.9	-15.3
HP Inc.	12,706	18.7	17,622	20.9	-27.9
Dell	12,021	17.7	15,233	18.0	-21.1
Apple	5,795	8.5	6,866	8.1	-15.6
ASUS	5,559	8.2	6,007	7.1	-7.5
Acer	4,494	6.6	6,036	7.1	-25.6
Others	10,306	15.2	12,468	14.8	-17.3
Total	67,996	100.0	84,446	100.0	-19.5

Source: Gartner (October 2022)

major issue given weak PC demand in both consumer and business markets. Back-to-school sales ended with disappointing results despite massive promotions and price drops."

The PC market has begun to witness an interesting trend. Supply chains, which were disrupted and suffered heavily during the pandemic, are doing better now.

On the business side, geopolitical and economic uncertainties have led to more selective IT spending, and PCs were not at the top of the priority list.

Lenovo has gained market share compared to a year ago, although shipments declined year-over-year. While the company's overall shipments were down in all regions except Canada, the EMEA (Europe, Middle-East and Africa) desktop market saw growth.

Lenovo got a market share of 25.2 per cent, followed by HP with 18.7 per cent and Dell with 17.7 per cent.

All three, however, have witnessed a steep fall in volumes as compared to the comparable quarter previous year.