

# PC sales power down for 4th straight quarter: IDC

SHIVANI SHINDE

Mumbai, 17 August

The sales of desktops, notebooks, and workstations, collectively called personal computer (PC) shipments, fell for the fourth consecutive quarter year-on-year (Y-o-Y). Shipments in the second quarter (Q2) of calendar year 2023 (CY23) stood at 3.2 million units. This was up 5.9 per cent quarter-on-quarter (Q-o-Q), but down 15.3 per cent year-on-year (Y-O-Y), according to data released by International Data Corporation (IDC) in its Worldwide Quarterly Personal Computing Device Tracker.

The education and government segments continued to drive the PC market, while the enterprise segment continued to struggle. However, IDC analysts said the recent import

## THE LEADERBOARD

Company	June qtr shipments ('000)	Market share (%)	Y-o-Y unit change (%)
HP	987	31.1	-14.4
Lenovo	512	16.2	-30.2
Dell	485	15.3	-39.9

Source: IDC Worldwide quarterly personal computing device tracker, August 2023

ban on PCs and laptops may change that.

"The PC market has been sluggish over the past few quarters as enterprises and SMEs (small and medium-sized enterprises) have been delaying their PC procurement. However, with import restrictions expected to kick in from November, we expect vendors to push channel inventory in both consumer and commercial segments. SMEs and enterprises might

also fast track their PC procurement anticipating a price increase from November," said Navkendar Singh, associate vice-president, devices research, IDC India, South Asia & ANZ.

In Q2 CY23, all product categories declined Y-o-Y. While sale of notebooks, which have been a volume driver, declined 18.5 per cent Y-o-Y, the desktop category, which had been rising until the last quarter, also declined 7 per cent Y-o-Y.