

# India shipped record 4.5 mn PCs in Q3CY24: IDC

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India shipped a record 4.49 million units of personal computers (PCs), which includes desktops, notebooks, and workstations, in the third quarter (Q3) of calendar year (CY) 2024, up a marginal 0.1 per cent year-on-year (Y-o-Y), according to a report.

Q2 had seen 7.1 per cent growth in shipment at 3.39 million. In Q3, the notebook and workstation categories saw growth of 2.8 per cent and 2.4 per cent Y-o-Y, respectively, while the desktop category declined by 8.1 per cent Y-o-Y.

Online festival sales drove the demand for premium notebooks (>\$1,000), which grew by 7.6 per cent Y-o-Y, the report by the International Data Corporation (IDC) said.

HP Inc. led the market with a share of 29 per cent during the quarter, topping the charts in both commercial and consumer segments with shares of 34.3 per cent and 24.8 per cent, respectively.

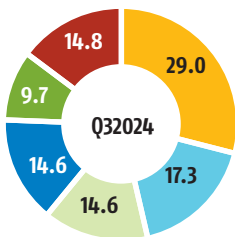
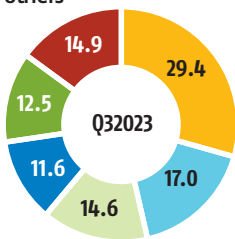
Lenovo was a distant second with a share of 17.3 per cent, while both Dell and Acer came in third with a share of 14.6 per cent. Asus was fifth with a 9.7 per cent share and experienced 22.3 per cent Y-o-Y decline largely due to a leaner inventory compared to last year. However, Asus was second only to HP in the consumer segment. "The e-tail sales, which typically starts around the second week of October, began in late



## TECH TITANS

India's top 5 PC companies market share (in %)

■ HP ■ Lenovo ■ Dell  
■ Acer Group ■ Asus  
■ Others



Source: IDC

September, leading to a surge in PC shipments. Brands capitalised on e-tail sales by offering steep discounts, cashbacks, and bundled accessories," said Bharath Shenoy, Research Manager, IDC India and South Asia.