Gartner | Press Release

Gartner Says Worldwide PC Market Grew 13 Percent in 2007

Hewlett-Packard Widens Its Position as Leading Vendor of Worldwide PC Shipments

STAMFORD, Conn., January 16, 2008 — Worldwide PC shipments totaled 271.2 million units in 2007, a 13.4 percent increase from 2006, according to preliminary results by Gartner, Inc. The industry ended the year with fourth quarter PC shipments of 75.9 million units, a 13.1 percent increase from the fourth quarter of 2006.

“The Europe, Middle East and Africa (EMEA) region continued to be the largest PC market in 2007, helped by robust Eastern Europe and Middle East and Africa growth,” said Mikako Kitagawa, principal analyst for Gartner’s Client Computing Markets group. “Asia/Pacific took over as the second largest PC market during the fourth quarter. 2007 showed a clear indication of the worldwide PC market landscape: strong growth in emerging regions such as Asia/Pacific and slower growth in markets such as the United States.”

Hewlett-Packard was in a virtual tie with Dell for the No. 1 position in worldwide PC shipments in 2006, and HP extended its lead in 2007 as it accounted for 18.2 percent of global PC shipments (see Table 1). “HP established a solid number one position in 2007. Robust consumer and mobile PC sales across all regions were two main drivers of HP’s overall growth,” Ms. Kitagawa said. “The company experienced the strongest growth among the top 5 vendors in fourth quarter of 2007, as its shipments increased 23.3 percent in the quarter (see Table 2).”

Table 1
Preliminary Worldwide PC Vendor Unit Shipment Estimates for 2007 (Thousands of Units)

Company	2007 Shipments	2007 Market Share (%)	2006 Shipments	2006 Market Share (%)	2007-2006 Growth (%)
Hewlett-Packard	49,434	18.2	38,037	15.9	30.0
Dell Inc.	38,709	14.3	38,050	15.9	1.7
Acer	24,257	8.9	18,252	7.6	32.9
Lenovo	20,131	7.4	16,652	7.0	20.9
Toshiba	10,932	4.0	9,198	3.8	18.9
Others	127,717	47.1	119,022	49.8	7.3
Total	**271,180**	**100.0**	**239,211**	**100.0**	**13.4**

Note: Data includes desk-based PCs, mobile PCs and X86 servers.
Source: Gartner (January 2008)

While Dell’s PC shipments grew just 1.7 percent in 2007 due in part to the company’s reorganization, the company showed signs of a recovery at the end of the year as it registered positive year-over-year growth for two consecutive quarters. In the fourth quarter of 2007, Dell’s worldwide PC shipments grew 17 percent, as its market share reached 14.5 percent. Retail and channel partner expansion in several markets, including the United States and Asia/Pacific contributed to Dell’s positive fourth quarter results.

In the fourth quarter, Acer achieved solid consumer mobile PC growth in EMEA and the United States. Acer’s acquisition of Gateway’s consumer business boosted the shipment volume. Lenovo also well exceeded the worldwide growth average. Despite a lack or weak consumer market presence, Lenovo showed a relatively good performance in consumer sales in both EMEA and the United States during the quarter.

Table 2
Preliminary Worldwide PC Vendor Unit Shipment Estimates for 4Q07 (Thousands of Units)

Company	4Q07 Shipments	4Q07 Market Share (%)	4Q06 Shipments	4Q06 Market Share (%)	4Q07-4Q06 Growth (%)
Hewlett-Packard	14,411	19.0	11,691	17.4	23.3
Dell Inc.	10,977	14.5	9,381	14.0	17.0
Acer	7,243	9.5	5,912	8.8	22.5
Lenovo	5,825	7.7	4,779	7.1	21.9
Toshiba	3,004	4.0	2,590	3.9	16.0
Others	34,468	45.4	32,786	48.8	5.1
Total	**75,928**	**100.0**	**67,138**	**100.0**	**13.1**

Note: Data includes desk-based PCs, mobile PCs and X86 servers.
Source: Gartner (January 2008)

The U.S. PC market grew 5.3 percent in 2007 with shipments reaching 64.2 million units. The U.S. PC market ended the year better than expected with shipments in the fourth quarter totaling 17 million units, a 7.2 percent increase from the fourth quarter of 2006 (see Table 3).The results exceeded Gartner's expectations. Mobile PC shipments exceeded desk-based PC shipments for the second consecutive quarter.

Dell achieved shipments growth in the fourth quarter of 2007 for the first time in last five quarters. Rapid retail expansion boosted Dell's shipment volume in the consumer space, while channel partnership efforts strengthened the professional segment.

In the fourth quarter, Apple experienced another good quarter in the U.S. market.

Table 3
Preliminary U.S. PC Vendor Unit Shipment Estimates for 4Q07 (Thousands of Units)

Company	4Q07 Shipments	4Q07 Market Share (%)	4Q06 Shipments	4Q06 Market Share (%)	4Q07-4Q06 Growth (%)
Dell Inc.	5,345	31.4	4,651	29.3	14.9
Hewlett-Packard	4,441	26.1	4,053	25.5	9.6
Acer	1,527	9.0	1,380	8.7	10.7
Apple Computer	1,035	6.1	808	5.1	28.0
Toshiba	900	5.3	852	5.4	5.7
Others	3,790	22.2	4,143	26.1	-8.5
Total	**17,038**	**100.0**	**15,886**	**100.0**	**7.2**

Note: Data includes desk-based PCs, mobile PCs and X86 servers.
Source: Gartner (January 2008)

PC shipments in EMEA reached 92 million units in 2007, a 14.7 percent increase from 2006. In the fourth quarter, PC shipments totaled 28.8 million units, a 12.5 percent increase from the fourth quarter of 2006.

"The fourth quarter of the year saw continued growth in notebooks, but desk-based PC growth was weaker than expected for many vendors," said Ranjit Atwal, principal analyst for Gartner's Client Computing Markets group in EMEA.

Table 4
Preliminary EMEA PC Vendor Unit Shipment Estimates for 4Q07 (Thousands of Units)

Company	4Q07 Shipments	4Q07 Market Share (%)	4Q06 Shipments	4Q06 Market Share (%)	4Q07-4Q06 Growth (%)
Hewlett-Packard	5,811	20.2	4,674	18.3	24.3
Acer	4,070	14.1	3,303	12.9	23.2
Dell Inc.	2,748	9.5	2,512	9.8	9.4
Fujitsu/Fujitsu Siemens	1,675	5.8	1,699	6.6	-1.4
Toshiba	1,320	4.6	1,040	4.1	27.0

Others	13,191	45.8	12,377	48.3	6.6
Total	**28,814**	**100.0**	**25,604**	**100.0**	**12.5**

Note: Data includes desk-based PCs, mobile PCs and X86 servers.
Source: Gartner (January 2008)

Hewlett-Packard had a strong quarter and increased its market share to more than 20 percent. The company exhibited growth on both desk-based and mobile segments.

Acer's mobile PC growth continued to be strong but this was not supported by its desk-based performance. Overall, Acer's growth this quarter was the lowest posted by Acer since the second quarter of 2006.

Dell continued its upward growth trend finishing the year closer to the EMEA market growth rate as its mobile PC performance continued to improve.

In Asia/Pacific, PC shipments totaled 70.7 million units in 2007, an 18.7 percent increase from 2006. In the fourth quarter, PC shipments reached 18.6 million units, a 18.3 percent increase from fourth quarter results in 2006. Vendors continue to experience strong growth in mobile sales. India and Vietnam exhibited triple-digit year-over-year growth rates.

The Latin America PC market had PC shipments reach 24 million units in 2007, a 8.9 percent increase from 2006. In the fourth quarter, PC shipments grew 24.5 percent. The region continued to lead the worldwide PC market in growth.

In Japan, PC shipments in 2007 totaled 13.9 million units, a 5.1 percent increase from 2006. PC shipments in Japan grew 6.1 percent in the fourth quarter of 2007. Both the professional and private markets showed positive year-over-year growth.

These results are preliminary. Final statistics will be available soon to clients of Gartner's PC Quarterly Statistics Worldwide by Region program. This program offers a comprehensive and timely picture of the worldwide PC market, allowing product planning, distribution, marketing and sales organizations to keep abreast of key issues and their future implications around the globe. Additional research can be found on Gartner's Computing Hardware section on Gartner's Web site at http://www.gartner.com/it/products/research/asset_129157_2395.jsp.

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Preliminary EMEA PC Vendor Unit Shipment Estimates for 2007 (Thousands of Units)

Company	2007 Shipments	2007 Market Share (%)	2006 Shipments	2006 Market Share (%)	2007-2006 Growth (%)
Hewlett-Packard	17,689	19.2	13,885	17.3	27.4
Acer	11,996	13.0	8,801	11.0	36.3
Dell Inc.	9,650	10.5	9,164	11.4	5.3
Fujitsu/Fujitsu Siemens	5,558	6.0	5,281	6.6	5.2
Toshiba	4,231	4.6	3,356	4.2	26.1
Others	42,894	46.6	39,763	49.5	7.9
Total	**92,020**	**100.0**	**80,249**	**100.0**	**14.7**

Note: Data includes desk-based PCs, mobile PCs and X86 servers.
Source: Gartner (January 2008)