

## Australian PC Market Rebounds with Year on Year Growth

GartnerG2  
 Focus Areas

Australia, 4 February, 2002 - Gartner Dataquest today released its fourth quarter report on the Australian personal computer market with results indicating that the PC market has finally rebounded following two quarters of consecutive double-digit negative growth.

The year on year growth for the fourth quarter is 5.9 percent, and the quarter on quarter growth rate compared to the previous year also increased at a rate of 10.9 per cent.

Andy Woo, PC Analyst for Gartner's Dataquest, cautioned that this result does not indicate a full market recovery: "The PC market in Australia is still fundamentally weak. As a result of the current business climate, end users are extending the use of PCs longer than ever before," Woo said. "The market is basically in 'replacement mode' and vendors are finding it tougher to penetrate new markets or opportunities".

"However, overall our findings are encouraging. Seasonal buying from education and government markets, a growing whitebox segment and better than expected consumer sentiment during the fourth quarter contributed to the overall growth in Q4", Woo added.

Gartner's research indicates that the PC industry has been facing one of the toughest periods in its recent history. End users are becoming better educated and demanding on price; specifications and value added activities must be offered by the industry in order to remain competitive. Meanwhile in the home market, competing products such as game consoles and digital devices are constantly competing for a slice of the consumer disposable income.

"Gone is the heyday of hardware technologies being the key driver in the market," Woo added. "As a result, maintaining the lowest cost base is a key critical success factor. Vendors who can execute and deliver on this will be the winners," Woo continued.

Compaq regained the number one spot marginally from Dell, however year on year growth rates for Compaq declined by 11.9 percent. Dell slipped back into second spot with a year on year growth rate of 54.2 percent, albeit from a smaller base in the same period 2000. HP also recorded year on year growth of 17.8 percent, capitalizing on the demise of IBM from the home market. Not surprisingly, IBM's exit from the retail space has resulted in Big Blue recording a year on year decline of 30.2 per cent from an overall market perspective (see appendix).

### Appendix 1 Australia PC Vendor Market Share Q4 2001 (Units)

Company	2001 Q4 Market Share (%)	2000 Q4 Market Share (%)	Units Growth Rate (Year on Year)
Compaq	12.2%	14.7%	-11.9%
Dell	11.6%	8.0%	54.2%
HP	10.1%	9.0%	17.8%
IBM	8.9%	13.5%	-30.2%
Compaq	4.8%	5.2%	-2.5%
Apple	4.2%	5.5%	-18.5%
Others	48.0%	44.0%	15.7%
<b>Total Market</b>	<b>100%</b>	<b>100%</b>	<b>5.9%</b>

Note: Data includes desk-based PCs and mobile PCs only.

Gartner Dataquest is the recognised leader in providing the high-technology and financial communities with market intelligence for the semiconductor, computer systems and peripherals, communications, document management, software, and services sectors of the global information technology industry.

**About Gartner, Inc.**

Gartner, Inc. is a research and advisory firm that helps more than 11,000 clients understand technology and drive business growth. Gartner's divisions consist of Gartner Research, Gartner Consulting, Gartner Measurement and Gartner Events. Founded in 1979, Gartner, Inc. is headquartered in Stamford, Connecticut and consists of 4,300 associates, including 1,200 research analysts and consultants, in more than 90 locations worldwide. The company achieved fiscal 2001 revenues of US\$952 million. For more information, visit [www.gartner.com](http://www.gartner.com).

*Contact:*

Peter Wilson

Gartner

+ 02 9459-4693

[peter.wilson@gartner.com](mailto:peter.wilson@gartner.com)

*Contact:*

Marie Najjar

AUGUST.ONE COMMUNICATIONS

+ 02 9955-1866

[marie.najjar@augustone.com.au](mailto:marie.najjar@augustone.com.au)

352522

[Home](#) [About Gartner](#) [Site Index](#) [Contact Us](#) [Help](#) [Sign In](#)

[Privacy Policy](#) [Terms of Use](#)

Sites: [Accessibility](#) [GartnerG2](#) [people3](#) [Gartner Alumni](#)  
[TechRepublic](#) [IT Product Finder](#)

© Gartner, Inc., 2002. All Rights Reserved.