

Gartner Says PC Market in EMEA Grew 6 Percent in Quarter One 2003

Egham, UK 16 April 2003 — The PC market in Europe Middle East and Africa (EMEA) continued to record modest growth during the first quarter of 2003, with shipments up 6 percent compared to the same period in 2002, according to preliminary results from Gartner. Growth was driven by a strong increase in demand for mobile PCs and a modest increase in corporate PC purchases.

According to Brian Gammage, research vice-president at Gartner, "The PC market in EMEA performed slightly above expectations in quarter one, but it masks a sharp decline in consumer demand for PCs during the final weeks, hitting local PC vendors hardest. The slowdown in consumer demand has also been carried into April and will impact the PC market during the second quarter."

**Table 1. EMEA PC Vendor Unit Shipment Estimates Q1 2003
(Thousands of Units)**

Company	Q1 2002	% Share	Q1 2003	% Share	Y on Y Growth %
HP	2,143	21.1%	2,074	19.3%	- 3.2%
Dell Computer	995	9.8%	1,211	11.2%	21.7%
Fujitsu Siemens	779	7.7%	820	7.6%	5.3%
Acer	370	3.6%	519	4.8%	40.5%
IBM	494	4.9%	504	4.7%	2.0%
Total Others	5,379	52.9%	5,635	52.4%	4.8%
Total	10,159	100.0%	10,763	100.0%	5.9%

Note: Data Includes Deskbound, Mobile and IA Servers. Source: Gartner Dataquest Preliminary Estimates, April 2003.

Key market trends:

- Corporate PC demand continues to show modest growth, with PCs being replaced on a needs basis. Gartner views this as further confirmation that there will be no rapid upswing in PC demand over the next year. Its forecast for shipment growth remains at 6 to 7 percent across the year.
- Demand for mobile PCs grew strongly across all customer groups, driven by falling prices and vendor initiatives to clean inventories in preparation for the launch of new products.
- Component inventory levels are running at higher levels than usual due to falling demand from local PC vendors.
- Acer once again recorded the region's highest growth rates, consolidating its fourth position in the market. It continued to expand its distribution network and benefited from transitions in both its mobile and desktop product lines.
- Dell was the main beneficiary from stronger corporate demand for PCs, recording growth of over three times the market average.