

PC sales slow down after two years of double-digit gains

Article

The news: PC sales are slumping now that the pandemic-driven buying [spree](#) is over.

Why it's worth watching: The International Data Corporation [noted](#) that global PC sales have declined 5.1% YoY in Q1 2022. The news comes on the heels of two years of double-digit growth, [per](#) The Register.

- The decline is a reflection of rising costs and market saturation after unprecedented demand. IDC says the ebb isn't a "downward spiral" for PC manufacturers but rather a readjustment. The research firm noted that **notebook sales declined while desktops grew slightly**.
- **Mac** shipments defied the downward trend and saw a **4.3% YoY growth** in Q1 2022, with 7.2 million Mac shipments. **Apple** is nearing completion of its transition to Apple Silicon from Intel-based models, which likely propelled a surge in sales.
- On the PC-side, **Lenovo** saw a **9.2% decline** in shipments to 18.3 million shipments, **HP** had a **17.8% reduction** or 15.8 million shipments, and **Dell** saw a **6.1% growth** or 12 million shipments.
- The PC-wide decline is attributed to compounded supply chain shortages, global logistics challenges, as well as possible market saturation after pandemic-led demand.
- Despite the downturn, **PC vendors still shipped 80 million desktops, notebooks, and workstations** for a seventh consecutive quarter, which hasn't happened since 2012, per The Register.
- **Microsoft's Windows 11** does not seem to be a factor for new PC buyers. Windows 11 has only managed to grow its share by 19.3% to 19.4% since the start of the year. **Windows 10** usage, however, increased from 21.0% in February to 28.5% in March, per the AdDuplex Windows 11 User Share survey.

What's next? PC vendors could become more selective in what units they produce and ship to adjust to consumer demand.

"We have witnessed some slowdown in both the education and consumer markets, but all indicators show demand for commercial PCs remains very strong," said **IDC Program Vice President Ryan Reith**.

- Global return-to-office plans will continue to fuel commercial PC sales as companies entice workers back to physical office spaces.
- PC makers may need to lean on innovation and newer form-factors like convertible 2-in-1's, gaming PC's, and tablets to attract consumers and the educational segment.

Desktop/Laptop Shipments Worldwide, by Brand, 2020 & 2021

millions, % of total, and % change

	2020	% of total	2021	% of total	% change
Lenovo	72.6	24.4%	82.1	24.1%	13.1%
HP	67.7	22.7%	74.1	21.7%	9.5%
Dell	50.3	16.9%	59.3	17.4%	18.0%
Apple	22.6	7.6%	29.0	8.5%	28.3%
Acer	20.0	6.7%	24.4	7.1%	21.8%
Other	64.4	21.6%	72.2	21.2%	12.1%
Total	297.6	100.0%	341.1	100.0%	14.6%

Note: includes desktops, notebooks, and workstations; excludes tablets (slates and detachables)

Source: Canalys as cited in press release, Jan 12, 2022

273063

InsiderIntelligence.com