

Q3 PC shipments decline while Apple soars

Article

The news: Global PC shipments continued their decline in Q3 by 15.0% YoY due to cooling demand and persistent global supply chain issues, [per](#) IDC's Personal Computing Device Tracker.

Why it's worth watching: PC shipments have long been considered a yardstick of economic performance and an indicator of the larger supply chain situation.

- The Q3 slowdown is a continuation of Q2's slump, when shipments [tumbled](#) 15.3% YoY, and Q1's dip, when they were down 5.1% YoY. PC sales [plummeted](#) after two years of double-digit

gains.

- IDC traces the slowing PC growth back to Q3 2021, when Chromebooks [hit](#) market saturation —likely an effect of satisfying pent-up pandemic demand.
- PC vendors shipped a total of **74.3 million units in Q3**. **Lenovo** remains the leader, with **HP**, **Dell**, and **Apple** following behind.

Mac sales are surging: “Consumer demand has remained muted, though promotional activity from the likes of Apple and other players has helped soften the fall and reduce channel inventory by a couple weeks across the board,” said **Jitesh Ubrani**, research manager for IDC's mobility and consumer device trackers.

- Apple supply increased to make up for lost orders during China's Q2 lockdowns, according to **Ubrani**. Apple has recently diversified production outside of China to [India](#) and is [urging](#) suppliers to follow suit.
- Component stockpiles, supplier relationships, and a tight control over its global supply chain have enabled Apple to sustain production despite shortages.
- Apple, which has **13.5% market share** of the PC market as of Q3, per IDC, is enjoying a staggering **40.2% growth YoY** at a time when its competitors are falling behind.

The big takeaway: Shortages over the past several years have driven the product mix toward the premium end of the market, where Apple remains a key player. Continued Mac adoption will grow its market share.

Apple's Mac desktops and laptops have seen a range of recent [design and performance changes](#), with new form factors and updated Apple Silicon M2 processors.

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

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