



Mini PCs remain the bright spot in a weak Western Europe Desktop PC market

London, 19th April 2017 - Volume sales of mini PCs (housed in a space-saving small case design) through Western Europe's largest distributors continued to grow in Q1 2017 even though demand in the overall Desktop segment remained weak, according to data published by CONTEXT, the European IT market research company.

While overall Desktop PC sales fell by -10% year-on-year in the first quarter of 2017, sales of mini PCs were up by +26% over the same period. As a result, their share of the Desktop market increased by 7 percentage points from 18% in Q1 2016 to 25% in the same period this year.

Mini PCs have enjoyed rising popularity over the past year because of their space-saving design and improvements to their performance, and many PC vendors have increased their focus on the segment to leverage rising demand. In Q1 2017, the top three vendors in distribution – HP, Intel and Lenovo – posted year-on-year volume growth of +47%, +8% and +78% respectively.

Desktop Year-on-Year change

Country	Q1-17
Germany	0.0%
United Kingdom	-23.6%
Italy	-19.1%
France	-6.4%
Spain	13.1%
Netherlands	13.0%
Switzerland	-5.3%
Poland	-6.4%
Sweden	-21.5%
Denmark	3.9%
Austria	-5.9%
Belgium	-18.3%
Portugal	-19.5%
Norway	-6.3%
Ireland	-42.0%
Finland	-8.4%

About CONTEXT

CONTEXT's market intelligence, performance benchmarks and opportunity analysis empower clients to optimise operations and accelerate tomorrow's revenues. With over 30 years of industry partnership and of experience reporting on large datasets, CONTEXT

delivers analytics at all points in the value chain, providing clients with actionable insights rooted in concrete data and a profound understanding of customer needs. CONTEXT is headquartered in London, with over 250 staff across the world.

Press Contact

Funda Cizgenakad

Funda@contextworld.com

Tel: +44 7876 616 246