



Consumer PC sales soft but commercial sales up at end of 2016

London, 26th January 2017 - The growth in volume sales of PCs (desktops, notebooks and workstations) across Western European distributors was affected by a soft consumer performance in the Q4 2016 holiday season, even though commercial sales continued to grow, according to the latest data published by CONTEXT, the European IT market research company.

Volume sales of consumer-targeted PCs through Western Europe's largest distributors were down by -7% year-on-year in the final quarter of 2016, driving an overall drop of -2% in consolidated PC sales. The consumer decline was seen across all product categories, but Desktops saw the strongest drop at -16%.

Commercial PC sales, on the other hand, continued to grow and volume sell-through increased by +6% when compared to last year. Again, this was the case for all categories, with sales of notebooks up +9%, desktops +2%, and workstations +1%. Business-targeted detachables, including Apple's iPad Pro and Microsoft's Surface Pro, also remained in demand.

"In line with expectations, Windows 10 began to play a stronger role in the commercial segment in Q4 2016", said Marie-Christine Pygott, senior analyst at CONTEXT. "38% of Windows Business PCs sold through Western European distributors during the quarter featured Windows 10 Pro compared to 22% in Q3."

As the year-end quarter progressed, the share of Windows 10 Pro also increased significantly month-by-month; while in October only 27% of Windows Business PCs came pre-installed with Microsoft's latest operating system, the figure rose to 37% in November and to 48% by the end of the year.

Y/Y PC volume growth by top country:

Germany	5.3%
United Kingdom	-7.2%
Italy	-7.0%
Spain	-0.4%
France	-0.3%

Netherlands	-8.5%
Switzerland	3.6%
Sweden	0.5%
Austria	4.8%

About CONTEXT

"Headquartered in London with approximately 250 staff across the world, CONTEXT specialises in tracking technology sales and pricing globally. Supported by the largest Distribution Channel Database in the world and coupled with our extensive experience in managing and reporting on large data sets, we provide the highest quality data that has been helping our clients make business-critical decisions for over 30 years. CONTEXT also works with Government Statistical Services and key Trade Associations globally."

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