

PC Analysis Worldwide

The PC market is undergoing significant change. In 2009, for the first time in its existence, the PC market showed negative growth as enterprise sales took a hit because of the economic crisis. Fortunately, the consumer market performed well, preventing the market from falling any further. But there were some significant regional differences. For example, APAC, driven by China, continued on the growth path. The transition from desktops to notebooks has continued, while the adoption of small, cheap, portable PCs has created both new opportunities and pressure on the existing market. Netbooks have helped to drive the overall PC market in tough conditions. But price and margin pressures are increasing with the combined effect of netbooks and the economic crisis. The new channels that have emerged, such as mobile operators, have added both complexity and opportunity for vendors. From a technological point of view, the market is undergoing major changes as well: the launch of pad devices, the promises of a future in 3D, device convergence and increasing connectivity. Vendors are trying to find their marks and make the right choices in this new order.

Energy efficiency, recycling and management are topics of major interest now that mobility is well established in the commercial market. The faster-moving vendors are taking the opportunity to grab market share and challenge the established leaders. Investment in the channel has created a competitive and efficient alternative to direct sales. The industry-standard server market is also changing, as the move to virtualization starts to impact volume sales.

PC Analysis Worldwide provides clients with a detailed, up-to-date picture of how the different PC vendors' products flow through channels to the different types of buyer. It provides fast, independent monitoring and analysis of the performance of the leading desktop, notebook and server PC vendors worldwide, delivering market sizing and market share information by channel in an economical and easy-to-use package.



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PC Analysis Worldwide is the established continuous service from Canalsys designed to provide clients with an economical way of tracking the performance of the leading PC vendors around the world. Through detailed market share data and forecasts, and direct analyst contact, Canalsys investigates and advises on the issues facing the companies competing in this market. Clients also gain access to the highly respected Canalsys Critique quarterly webcast, which delivers quantitative and qualitative analysis of IT market trends.

Country coverage

- APAC, EMEA, Canada, US, Latin America

Quarterly market tracking

PC shipments and value split by:

- Region
- Vendor
- Product category
- Positioning
- Route to market

Market analysis

- Quarterly trends presentation and webcast
- Channel survey presentations
- Five-year annual PC forecasts

Access and support

Canalsys maintains a liberal policy regarding access to and use of analysis provided. Within the service fee, an unlimited number of users can gain access to the information available, subject to a user's e-mail account being within a recognized corporate domain of the client organization. Significant additional value is delivered through an enquiry facility, which is available as standard within the service for up to five named users by region and corporate function. The enquiry facility can be extended to offer support for more users and different functions and regions by arrangement.

Geographic versions available

- Americas
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- EMEA
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