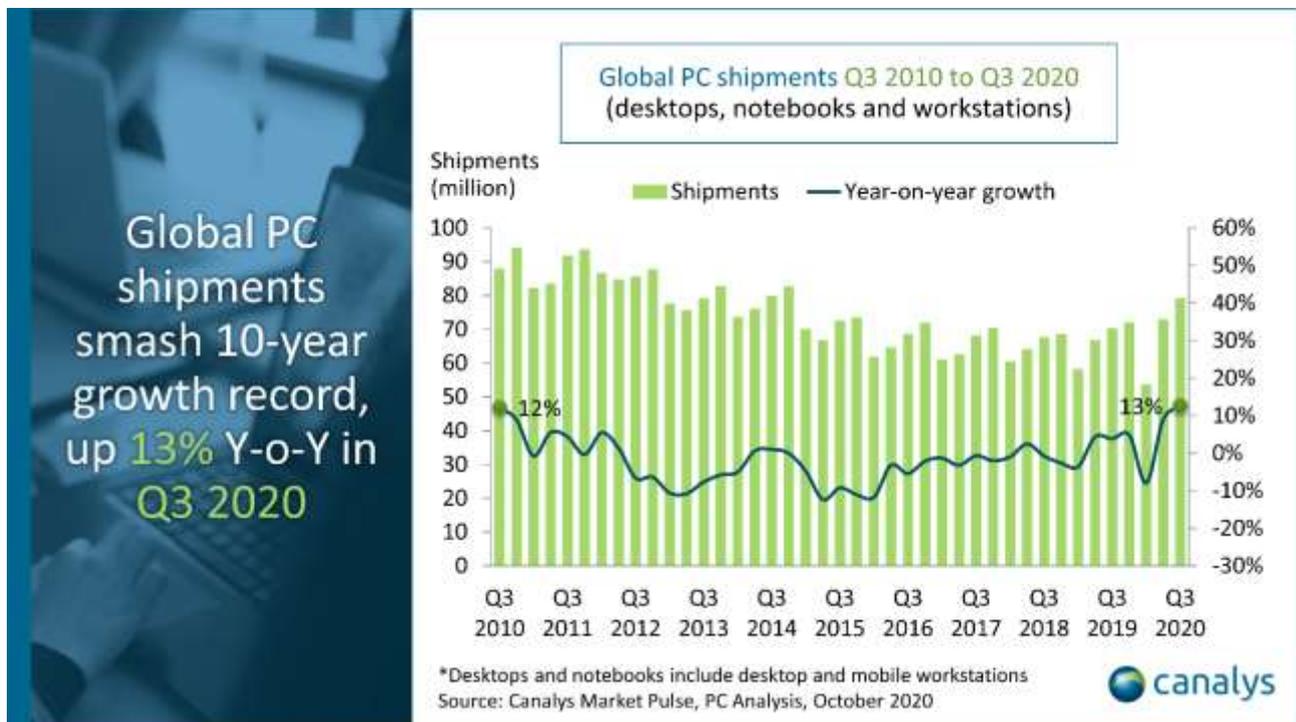


Canalys: PC market shipments grow a stellar 13% in Q3 2020 to break 10-year record

Shanghai (China), Bengaluru (India), Singapore, Reading (UK) and Portland (US) – Friday, 09 October 2020

Recently released Canalys data shows the global PC market climbed 12.7% from a year ago to reach 79.2 million units in Q3 2020 as it continued to benefit hugely from the COVID-19 crisis. This is the highest growth the market has seen in the past 10 years. After a weak Q1, the recovery in Q2 continued into Q3 this year, and it even grew on top of a strong market the previous year. Global notebook shipments touched 64 million units (almost as much as the record high of Q4 2011 when notebook shipments were 64.6 million) as demand continued to surge due to second waves of COVID-19 in many countries and companies continued to invest in longer-term transitions to remote working. Shipments of notebooks and mobile workstations grew 28.3% year-on-year. This contrasted with desktop and desktop workstations, which saw shipments shrink by 26.0%.



Lenovo regained top spot in the PC market in Q3 with growth of 11.4% and shipments surpassed the 19 million mark. HP posted a similarly impressive growth of 11.9% to secure second place with

18.7 million units shipped. Dell, in third, suffered a small decline of 0.5% in shipments from a year ago. Apple and Acer rounded out the top five rankings, posting stellar growth of 13.2% and 15.0% respectively.

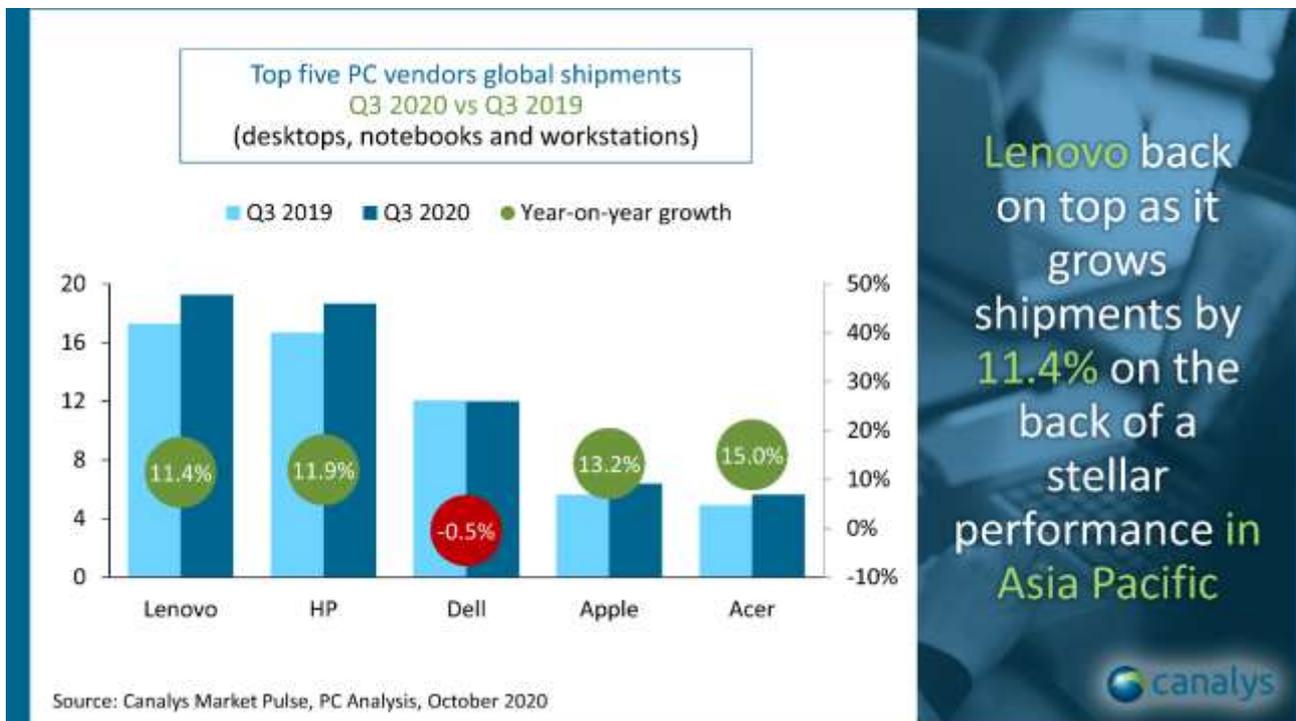
**Worldwide desktop, notebook and workstation shipments (market share and annual growth)
Canalys PC Market Pulse Q3 2020**

Vendor (company)	Q3 2020 shipments	Q3 2020 market share	Q3 2019 shipments	Q3 2019 market share	Annual growth
Lenovo	19,270	24.3%	17,295	24.6%	11.4%
HP	18,660	23.6%	16,670	23.7%	11.9%
Dell	11,989	15.1%	12,046	17.1%	-0.5%
Apple	6,372	8.1%	5,628	8.0%	13.2%
Acer	5,638	7.1%	4,902	7.0%	15.0%
Others	17,277	21.8%	13,739	19.6%	25.8%
Total	79,207	100.0%	70,280	100.0%	12.7%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.

Source: Canalys PC Analysis (sell-in shipments), October 2020

“Vendors, the supply chain, and the channel have now had time to find their feet and allocate resources towards supplying notebooks, which continue to see massive demand from both businesses and consumers,” said Ishan Dutt, Canalys Analyst. “After prioritizing high-value markets and large customers in Q2, vendors have now been able to turn their attention to supplying a wider range of countries as well as SMBs that faced difficulty securing devices earlier this year. Governments, which have realized the importance of PC access in maintaining economic activity during this time, have intervened with financial support or even full-scale device deployments. This has been especially critical in the education space, with school terms commencing in Q3 without the possibility of on-premises learning in many markets. For example, the UK government made 100,000 notebooks available to ensure students, unable to return to classrooms, face minimum disruption in their ability to receive an education. Canalys expects IT expenditure, including investment in PCs, to be a core driver of economic recoveries in the aftermath of the pandemic.”



“The lasting effects of this pandemic on the way people work, learn and collaborate will create significant opportunities for PC vendors in the coming years,” added Rushabh Doshi, Canalys Research Director. “As the line between work and home lives is increasingly blurred, it becomes important to position devices towards a wide array of use cases, with a focus on mobility, connectivity, battery life, and display and audio quality. Differentiation in product portfolios to capture key segments such as education and mainstream gaming will also provide pockets of growth. And beyond the PC itself, there will be an increased need for collaboration accessories, new services, subscription packages and a strong focus on endpoint security. These trends will most benefit vendors who provide holistic solutions that enable their customers to make structural changes to their operations. Although the focus has been on commercial PC demand in the last two quarters, consumer spending during the holiday season is set to bring more joy to the PC market.”

Note: tablets (slates and detachables) are not addressed in this press release. Chromebooks are included as a subset of notebooks.

For more information, please contact:



Canalys China

Jason Low: jason_low@canalys.com +86 159 2128 2971

Nicole Peng: nicole_peng@canalys.com +86 150 2186 8330

Canalys India

Rushabh Doshi: rushabh_doshi@canalys.com +91 99728 54174

Adwait Mardikar: adwait_mardikar@canalys.com +91 96651 38668

Canalys Singapore

Ishan Dutt: ishan_dutt@canalys.com +65 8399 0487

Canalys UK

Ben Stanton: ben_stanton@canalys.com +44 7824 114 350

Kelly Wheeler: kelly_wheeler@canalys.com +44 7919 563 270

Canalys USA

Marcy Ryan: marcy_ryan@canalys.com +1 650 862 4299

Vincent Thielke: vincent_thielke@canalys.com +1 650 644 9970

About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

Receiving updates

To receive media alerts directly, or for more information about our events, services or custom research and consulting capabilities, please [contact us](#) or email press@canalys.com.

[Please click here to unsubscribe](#)

Copyright © Canalys 2020. All rights reserved.
