



Western Europe Distributor PC Sales Growth Improves in Q4 2015

London, 27th January 2016 - PC sales through Western Europe's top IT distributors improved in the final quarter of 2015 according to data published by CONTEXT, the European IT market analysis company. Unit sales for the quarter remained almost flat, falling at only -0.1%, compared to the previous year, compared to a -3% decline in Q3 2015.

"The improvement was driven by consumer-targeted PCs, which returned to growth during the holiday season despite a strong prior-year comparison period", said Marie-Christine Pygott, senior analyst at CONTEXT. "Consumer PCs were up by +3% year-on-year in Q4 2015 as sales of detachable and convertible mobile devices increased."

Business-targeted PCs declined by -5% year-on-year in the final quarter of 2015. The decline came on the back of good growth in the same period in the previous year, when business sales were benefitting from the last XP migration projects and were also being pushed by the use of Microsoft's Windows with Bing in the commercial space.

The final quarter of 2015 was characterized by strong efforts to clear excess PC channel inventory, and distributors in most countries commented on seeing stock levels go down to more acceptable levels over the quarter. In line with the progressive depletion of old PC stock in the channel, the transition to Windows 10 accelerated significantly during Q4 2015. While Windows 10 Home accounted for only 44% of Windows Home PC sales by Western European distributors in October, the figure went up to 69% in November and to 80% in the final month of the year.

Country break-down: Q4/2015 year-on-year

Germany	-3.5%
UK	10.0%
Italy	-3.3%
Spain	8.3%
France	-9.2%
Netherlands	2.0%
Sweden	-16.3%
Switzerland	5.9%
Austria	-3.3%
Poland	-5.3%

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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