



New Zealand PC Market declines on the back of high channel inventory

IDC PRESS RELEASE

New Zealand PC Market declines on the back of high channel inventory, IDC Reports

AUCKLAND, June 18th, 2019 – In the first quarter of 2019, New Zealand's Traditional PC market experienced a -8.3% year-on-year (YoY) decline in unit shipments, according to the latest *IDC Asia/Pacific Quarterly Personal Computing Device Tracker*. This follows the 1.5% YoY growth seen in the last quarter of 2018, returning the market to decline after two consecutive quarters of growth.

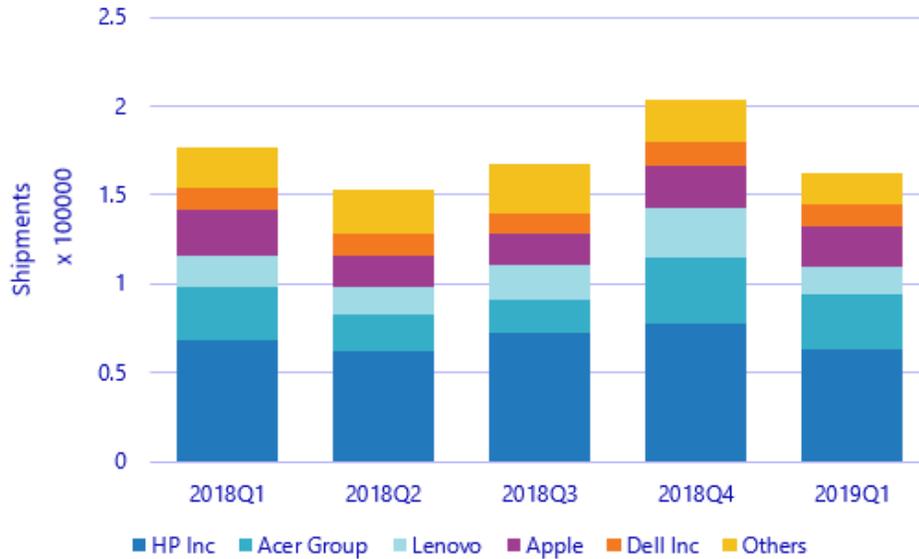
The New Zealand PC market for 2019Q1 saw shipments of commercial PC devices decline -4.8% while consumer devices shrank -12.4% YoY. “The commercial market continues to outperform the consumer market with strong use cases for businesses, whereas consumers are seeing use cases dwindle.”, says Liam Landon, Associate Market Analyst at IDC New Zealand.

“Ultraslim and convertible notebooks will continue to take share from traditional notebooks in both market segments, although both the consumer and commercial markets are anticipated to decline with lengthening lifespans of devices as well as increased usage of smartphones.”

“High inventory across consumer and commercial notebooks meant some delays on shipments. Government sector projects as well as the first growth for commercial desktops since the end of 2017 helped to offset declines in the commercial market. However, declines for commercial notebooks and other segments meant weakening shipments YoY.”

Figure 1

New Zealand Top 5 Traditional PC Companies, 2019Q1 Shipments



Source: IDC WW Quarterly PCD Tracker, Q1 2019

Despite the growth towards the end of 2018, IDC predicts that New Zealand’s Traditional PC market will continue to decline in 2019, with a drop of -6.1% YoY expected. “Shortages on Intel processors should begin to alleviate; despite these reprieves, the market will continue to struggle”, says Landon.

-Ends-

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading

media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#) and [LinkedIn](#).

For further information, please contact:

Liam Landon

Associate Market Analyst

IDC New Zealand

+64 9 374 6694

london@idc.com

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Liam Landon

london@idc.com

006493746694