

## Fourth Quarter PC Monitor Shipments Hit a Five-Year High, But Demand Expected To Slow in 2020, According to IDC

FRAMINGHAM, Mass., March 10, 2020 – The worldwide market for PC monitors grew 5.0% year over year in the fourth quarter of 2019 (4Q19), according to results from the International Data Corporation (IDC) [Worldwide Quarterly PC Monitor Tracker](#). Global shipments exceeded expectations, reaching just over 33.2 million, a number last exceeded in the fourth quarter of 2014.

The holiday quarter capped an impressive run for monitors in 2019 with annual growth for the full year reaching 1.5%. Like the PC market, monitor momentum was boosted by business device refresh projects that further consolidated the market, with the top 3 players – Dell, HP, and TPV, holding nearly 50% of the market in 2019. In addition, other factors were in play that further helped the market. Screen sizes continued to grow – 2019 marked the first year in which 23.8-inch screens overtook 21.5-inch as panel suppliers and OEMs alike focused on marketing bigger sizes. Strong gaming monitor adoption also helped to lift the consumer segment to its first growth year since 2010.

Top Companies, Worldwide PC Monitor Shipments, Market Share, and Year-Over-Year Growth, Q4 2019 (shipments are in thousands of units)					
Company	4Q19 Shipments	4Q19 Market Share	4Q18 Shipments	4Q18 Market Share	4Q19/4Q18 Growth
1. Dell Technologies	7,237	21.8%	6,784	21.5%	+6.7%
2. HP Inc.	5,027	15.1%	4,568	14.4%	+10.1%
3. TPV	4,293	12.9%	3,737	11.8%	+14.9%
4. Lenovo	3,926	11.8%	3,998	12.6%	-1.8%
5. Samsung	2,578	7.8%	2,154	6.8%	+19.7%
Other	10,154	30.6%	10,381	32.8%	-2.2%
Total	33,215	100.0%	31,623	100.0%	+5.0%
Source: IDC Quarterly PC Monitor Tracker, March 2020					

Notes:

- Data for all companies are reported for calendar periods.

Looking ahead, IDC believes the market faces short-term challenges that will take several quarters to play out. The end of most commercial PC Windows 10 migration efforts means monitors will see a slowdown after the past two years of growth. In addition, the deteriorating situation due to the COVID-19 virus has introduced a new set of inhibitors that will negatively impact both supply and demand. Ongoing events in China will remain disruptive to the monitor supply chain as a whole and is likely to extend through

the first half of 2020. Demand in China and other regions is also suppressed but global shipments should slightly improve in the second half of 2020, with 2021 showing a rebound in volume.

"Even as the monitor supply chain moves toward recovery, challenges remain with certain component shortages, such as backlights, as well as labor and logistics issues," said [Jay Chou](#), research manager for IDC's Quarterly PC Monitor Tracker. "At the same time, concerns are quickly shifting from supply constraints to overall demand contraction across multiple markets. As more cities face the prospect of lockdowns and movement restrictions, another casualty will be brick and mortar retail channels that have long been ceding share. OEMs should take time to further assess their online strategy."

Worldwide PC Monitor Shipments Forecast and Year-Over-Year Growth, Q4 2019 (shipments are in thousands of units)					
	2018	2019	2020	2021	2020/2019 Growth
Dec. 2019 Forecast	123,302	123,731	118,526	114,428	-6.2%
Mar. 2020 Forecast	123,302	125,116	116,126	126,307	7.2%

Source: IDC Quarterly PC Monitor Tracker, March 2020

IDC's [Worldwide Quarterly P C Monitor Tracker](#) gathers detailed

market data in over 90 countries. The research includes historical and forecast trend analysis among other data.

For more information, or to subscribe to the research, please contact Kathy Nagamine at 650-350-6423 or [knagamine@idc.com](mailto:knagamine@idc.com).

#### About IDC Trackers

[IDC Tracker](#) products provide accurate and timely market size, company share, and forecasts for hundreds of technology markets from more than 100 countries around the globe. Using proprietary tools and research processes, IDC's Trackers are updated on a semiannual, quarterly, and monthly basis. Tracker results are delivered to clients in user-friendly excel deliverables and on-line query tools.

[Click here](#) to learn about IDC's full suite of data products and how you can leverage them to grow your business.

#### 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 tech media, data and marketing services company. To learn more about IDC, please visit [www.idc.com](http://www.idc.com). Follow IDC on Twitter at @IDC and LinkedIn. Subscribe to the IDC Blog for industry news and insights: [http://bit.ly/IDCBlog\\_Subscribe](http://bit.ly/IDCBlog_Subscribe).

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

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](http://www.idc.com). All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Jay Chou  
jchou@idc.com  
650-350-6464  
Michael Shirer  
press@idc.com  
508-935-4200  
Ryan Reith  
rreith@idc.com  
508-935-4301