



# IT Market Alert April 2025

Welcome to this month's IT Market Alert, delivering you key market knowledge viewed during **March 2025**. Get more from your IT procurement with KnowledgeBus.

The largest number of price increases happened on March 3<sup>rd</sup> with **55,056**

- Smartphone sales rise for sixth consecutive quarter
- Tailwinds promised for PC market this year
- Semiconductor sales hit record highs again

March was overshadowed by the Trump administration's ongoing volatile trade policies. After repeatedly threatening tariffs against international trading partners, the president delivered a 10% base tariff along with 'reciprocal' tariffs on a per-country basis on April 2.

The UK's Office for Budget Responsibility predicted that a reciprocal 20% tariff could wipe out the UK's fiscal buffer and cut the size of the economy by up to 1% before the tariffs were announced. Growth in UK distribution sales dropped 1% in January thanks to falling consumer confidence among businesses and consumers alike, [according to CONTEXT Research](#).

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## Exchange Rate

EUR-USD started March at its monthly low in the low 1.040s before climbing to 1.0857 on March 7. From there, it ranged narrowly through March 25, reaching its high of 1.0918 on March 18. It dipped slightly in the last few days, closing the month at 1.0815.

EUR-GBP's arc for the month was similar in shape. From a start at around 0.826, the pair climbed to 0.84088 on March 7, reaching its zenith on 0/8374 on March 11. From there, it declined gradually through the rest of the month before a last rally from March 27 to finish out March at 0.8353.

The Euro's good fortunes in early March came from a variety of sources. Germany announced plans for a €500bn infrastructure fund early in the month. And even though the European Central Bank pruned interest rates by 25 basis points - which would typically prompt a weakening of the Euro - general confidence in the European economy buoyed it up.

The weakening of the dollar stemmed from the White House's continued whiplash tactics on trade tariffs. In the UK, investors were offloading the pound in advance of a spring statement by Rachel Reeves in which £15bn of spending cuts were expected. She delivered the austerity measures, which no doubt contributed to the rise in EUR-GBP during the following days.

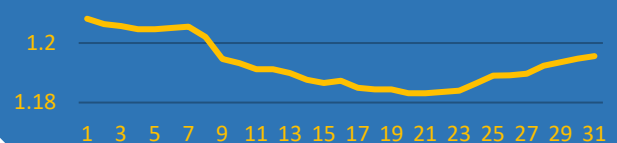
### EURO POUND (EUR) PER 1 BRITISH POUND (GBP)



### US DOLLAR (USD) PER 1 EURO (EUR)



### BRITISH POUND (GBP) PER 1 EURO (EUR)



### US DOLLAR (USD) PER 1 BRITISH POUND (GBP)





## Price Changes and News Through March 2025

### Phones and Tablets

[TrendForce found](#) global smartphone production reaching 334.5m units in Q4 2024, marking a 9.2% quarter-over-quarter increase, driven by Apple's peak production season and local government subsidies in China.

Apple led the market with 80.1m units produced in Q4, up 57.4% YoY, maintaining a total production of 223m units for the year. In contrast, Samsung's production fell to 52.4m units, down 10.6% QoQ, as it faced increased competition and a drop in market share, totalling 224.3m units for 2024. Xiaomi secured the third spot with 44.5m units in Q4, experiencing a 4.7% QoQ rise and a 15.3% annual increase, benefiting from a diverse product lineup and Chinese subsidies.

Overall, the smartphone market saw a total production of 1.224bn units in 2024, a 4.9% YoY increase. However, growth is expected to slow to 1.5% in 2025 due to sluggish global economic recovery and geopolitical risks.

[IDC predicted](#) tablet shipments would shrink 0.8% 143.3m in 2025, followed by a slight gradual decline, reaching 141.6m units by the end of 2029. Consumer saturation is a big factor there.

### Traditional PCs

Research company [Canalys expected](#) a modest 2% growth in PC shipments to the US this year. This follows a 6% YoY increase in Q4 2024 to 17.7m units, driven primarily by strong demand in the commercial segment. The forecast for total PC shipments in the US is expected to hover between 70 to 72m units in both 2025 and 2026, with a modest annual growth rate projected across various market segments.

The company noted tariffs as a headwind - and that was before the Trump administration's escalation of tariffs globally in early April. Apple gained market share in Mac shipments, while traditional competitors such as HP and Dell experienced slight declines, Canalys said.

### Premium Ultramobiles & Wearables

[IDC saw](#) a pause in the growth of AR/VR headsets in 2025, following a 10% increase in shipments last year. The market revival was driven by new product launches and a surge in commercial demand, particularly in the education sector, which saw a 69.4% growth. Meta maintained a dominant market share of 74.6%, with Apple, Sony, ByteDance, and XREAL following, though only Meta and XREAL experienced YoY growth. The launch of popular headsets like the Quest 3 and Pico 4 contributed to increased commercial shipments, which rose by 14.9%.

Despite the positive trends in 2024, IDC forecasts a 12% decline in 2025 due to delayed launches from key players, with a rebound expected in 2026, projecting an 87% growth. Look for a still-healthy 38.6% CAGR from 2025 to 2029, it said, pointing to mixed reality as a versatile option for both consumer and commercial users.



## Processors, MEMS, Semiconductors

[Global semiconductor sales rose](#) 17.9% YoY from \$47.9bn in January 2024 to \$56.5bn in January this year, according to the Semiconductor Industry Association (SIA). Sales fell 1.7% to \$57.5bn from December. This YoY growth puts the industry on a nine-month streak, largely driven by a 50.7% year-to-year sales increase in the Americas. Europe suffered a decline of 6.4% YoY.

## Memory

TrendForce noted a slowing of the decline in DRAM prices for Q2 2025 thanks to depleted downstream inventory, as PC OEMs ask ODMs to ramp up production. Trump's tariff hikes caused many brands to speed up Q1 shipments, leading to a forecasted 0.5% decline in conventional DRAM prices and a 38% increase in average prices that include HBM, driven by HBM3e demand. The company expected PC and server DRAM prices to remain stable as major OEMs increase production to manage inventory levels, despite a slow qualification process for Samsung's HBM.

Mobile DRAM demand is rising slightly, supported by smartphone subsidies in China and increased high-end smartphone shipments, while graphics DRAM faces a slower decline due to new product stocking. Consumer DRAM is anticipated to recover from increased infrastructure investments, with DDR4 prices expected to rise 0.5% in Q2 as production slows. Overall, the DRAM market is adjusting to inventory pressures and changing demand dynamics, with specific segments showing resilience and growth potential.

## Storage

Western Digital [is out](#) of the SSD market. It shifted focus to HDDs as SanDisk took over its NAND operations. Western Digital will focus on innovating in traditional magnetic disk design with technologies like heat-assisted magnetic recording (HAMR).

[TrendForce saw](#) price hikes in the NAND flash wafer spot market as lower-priced products attract buy orders amid strong market sentiment. Suppliers are managing production controls, leading to lower-than-expected stock levels and reluctance to sell existing inventory, further pushing prices upward. In mid-March, the average spot price of mainstream DDR4 chips rose by 0.62%, while 512Gb TLC wafers saw a 2.33% increase, reaching \$2.500. The NAND flash spot market is poised for continued price increases in the coming weeks.

## Display

[Samsung](#) hopes to boost last year's 1.43m shipments of quantum dot OLED panels by 50% this year. The company held 71.2% of the market last year.

## Printers

The global 3D printing market faced significant challenges in Q3 2024, said [CONTEXT Research](#), with a notable decline in industrial and mid-range printer shipments, down 24% and 8% respectively YoY. All regions suffered, with particularly steep drops in China, North America, and Western Europe. Despite this downturn, entry-level printer shipments rose by 28%, indicating a shift in market dynamics. The long-term forecast suggests a return to strong double-digit growth across all sectors by 2026, following a turbulent period marked by high interest rates and muted spending.



## Consumables

HP settled a class-action lawsuit over firmware updates that rendered printers incompatible with non-HP ink and toner. The case stemmed from a 2020 complaint alleging that the company's updates functioned like malware, locking out third-party cartridges. The settlement, approved by a judge, does not require HP to admit wrongdoing or provide monetary compensation to affected customers. Instead, HP will pay \$5,000 each to the plaintiffs and cover \$725,000 in attorney fees. It will also allow customers of certain printer models to decline updates that enforce "Dynamic Security," which blocks non-HP cartridges. The list of affected printers includes various models from the HP Colour LaserJet Pro and HP LaserJet Pro series.

## Network Products

[IDC's Worldwide Quarterly Ethernet Switch Tracker reported](#) a 13.3% YoY growth in Ethernet switch revenues to \$12.0bn for Q4 2024. However, the overall market declined 5.4% to \$41.8bn for the full year. Data centre Q4 revenues increased 32.1% YoY, driven by high demand for 200/400 GbE switches, which saw a remarkable 147.5% increase. In contrast, the non-data centre segment, primarily for enterprise use, declined by 1.2% YoY in 4Q24 and 20.0% for the full year, attributed to challenging comparisons from the previous year. The U.S. market rose 16.6% YoY in 4Q24, while EMEA saw a 12.3% increase.

The enterprise WLAN market grew 3.2% YoY to \$2.6bn in Q4, [IDC said](#). However, a 12.7% decline for the full year dragged total revenues down to \$9.4bn. The late recovery stems from Wi-Fi 6E and Wi-Fi 7, which accounted for significant portions of dependent access point revenues. In the Americas, the market grew by 6.1% in 4Q 2024 despite a full-year decline of 16.7%, while EMEA saw an 8.2% growth in Q4 but a 9.3% decline overall for the year.

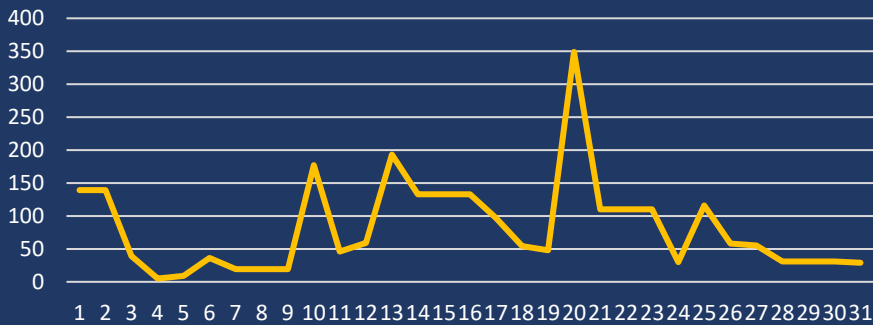


## Monthly Statistics

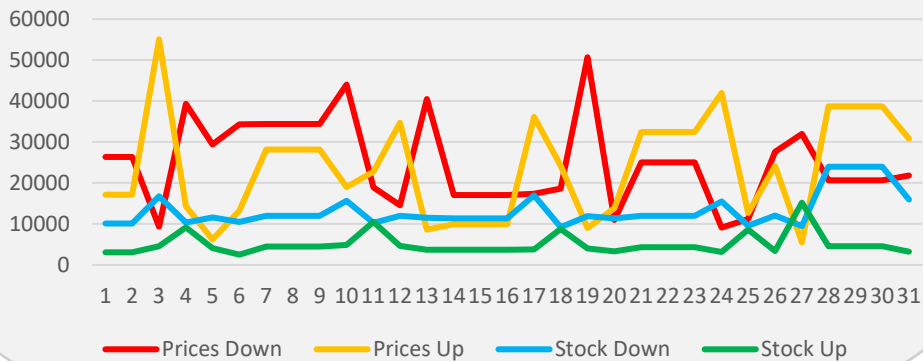
Prices fluctuated significantly through March 2025. The highest daily increase was 55,056 products (March 3); the lowest was 5,503 (March 27). The most substantial daily price reduction came on March 19 at 50,676 products, while the lowest reduction affected only 9,116 products (March 24).

Stock decreases consistently outpaced increases, averaging 13,190 versus 4,999 daily. The peak daily stock decrease was 23,971 products (March 28), while the lowest was 9,234 (March 18). Stock increases peaked sharply at 15,199 products (March 27), dropping to a minimum of 2,518 products (March 6). Stock reduction trends suggest potential supply chain challenges or elevated sales activity.

### NEW PRODUCTS



### MONTHLY STATS





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