



IT Market Alert August 2024

Welcome to this month's IT Market Alert, delivering you key market knowledge viewed during **July 2024**. Get more from your IT procurement with KnowledgeBus.

The largest number of price increases happened on July 16th with **41,488**

- Smartphone shipments up
- PC shipments vibrant
- DRAM, NAND looking healthy

July was a big month for the UK, which changed governments back to Labour for the first time in 14 years. This coincides with a more positive economic outlook for the country, which left the pound relatively stable. CONTEXT Research noted YOY revenue sales up 0.6% in May and a further recovery in June, leading to a positive quarter for the technology channel.

We're seeing positive signs for products across the channel, ranging from smartphones and PCs through to DRAM and NAND flash. This is being driven partly by the rush to AI, although the PC market will also see the Windows 10 end-of-life effect stoking the flames this year.

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Exchange Rate

EUR-USD began July with at a low of 1.0736. From this point, it gradually strengthened to reach its monthly high of 1.0940 on July 17. The second half of the month saw a consolidation phase after the earlier upward trend, with the currency pair eventually settling at 1.08231.

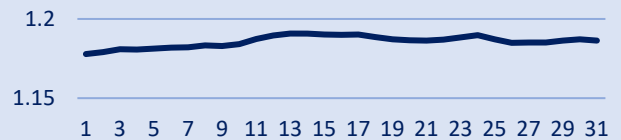
July presented a similarly varied pattern for EUR-GBP. The pair began the month at its high, slipping gradually throughout the first half to hit the monthly low in mid-month. It then ranged between around 0.8400 and 0.8440, finishing the month at 0.8427.

The European Central Bank (ECB) kept rates steady after its June cut, although officials hinted at a possible further cut in September. This move, combined with political developments in France, put downward pressure on the euro.

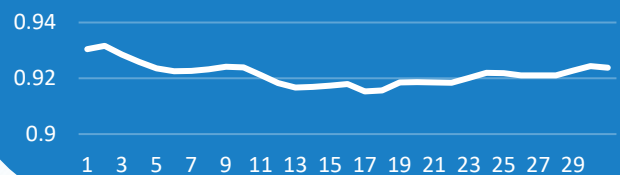
The U.S. Federal Reserve maintained its rate, which strengthened the U.S. dollar and contributed to the fluctuations observed in the EUR-USD pair.

The Bank of England's (BoE) monetary stance played a significant role. Although the BoE hinted at potential rate cuts in August, which put downward pressure on the British pound, the euro faced its challenges, including economic uncertainty and political risk in Europe. These factors contributed to the notable fluctuations within the EUR-GBP pair throughout the month, leading to a complex interplay of forces driving both currencies.

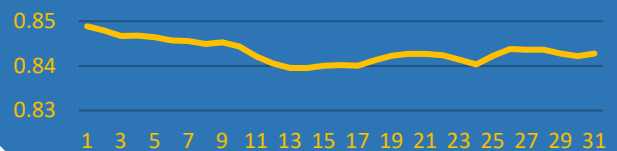
BRITISH POUND (GBP) PER 1 EURO (EUR)



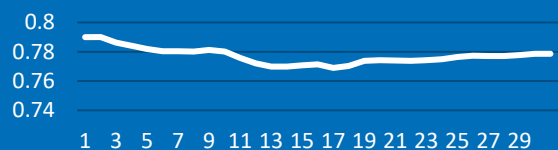
US DOLLAR (USD) PER 1 EURO (EUR)



EURO (EUR) PER 1 BRITISH POUND (GBP)



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





Price Changes and News Through July 2024

Phones and Tablets

Smartphone shipments reached 288.9m units in Q2 2024, said [Canalys](#), marking a 12% YoY increase. Samsung maintained its lead by shipping 53.5m units, followed by Apple with 45.6m units, and Xiaomi with 42.3m units

The European smartphone market saw significant volume increases, driven by proactive inventory stockpiling in anticipation of the upcoming holiday season.

The global tablet market experienced significant growth, continuing its post-pandemic recovery. According to [Canalys](#), worldwide tablet shipments increased by 18% YoY in Q2 2024, reaching 35.9m units. Apple maintained its dominance, shipping 13.9m iPads and capturing a 39% market share. Samsung followed with 6.8m units, marking a 13% YoY increase, driven by strong demand in emerging markets. Notably, Xiaomi showed a remarkable 106% YoY growth, shipping 2.1m units, highlighting its aggressive expansion strategy, particularly in Europe and Asia.

Similarly, IDC reported a robust 22.1% YoY growth in global tablet shipments for the same quarter, with total shipments reaching 34.4m units. The growth was primarily driven by product refreshes and a replacement cycle that aligns with pre-pandemic levels. Apple and Samsung led the market, with Lenovo, Huawei, and Xiaomi rounding out the top five.

Traditional PCs

The global PC market showed signs of recovery, with shipments increasing by 3% YoY in Q2 2024 to 62.8m units, according to [Canalys](#). This growth marks the third consecutive quarter of positive momentum following a period of decline, the company said.

Notebook shipments which include mobile workstations, accounted for the bulk of these numbers, growing 4% to reach 50m units. Desktop shipments, including desktop workstations, saw a modest 1% growth, totaling 12.8m units.

Lenovo led the market with 14.7m units shipped (up 3.5%), followed closely by HP with a 1.8% rise to 13.7m units. Dell, in third place, saw a slight 2.4% decline in its shipments, totaling 10.1m units.

Windows 10 end of life on Oct 14 this year will provide a further strong tailwind for market recovery, analysts said.

CONTEXT Research [saw](#) a market share of 16% for Qualcomm-powered AI notebooks in the first two weeks of June.

Premium Ultramobiles & Wearables

Expect virtual reality/mixed reality shipments to reach 37.3m units by 2030, with a CAGR of 23% from 2023 to 2030, [said TrendForce](#).



Processors, MEMS, Semiconductors

Global semiconductor industry sales reached \$149.9bn in Q2 2024, marking an 18.3% increase YoY and a 6.5% rise from Q1 2024, said the [Semiconductor Industry Association](#). In June 2024, monthly sales totalled \$50.0bn, a 1.7% increase compared to the prior month. Regional sales performance varied, with the Americas showing the strongest YoY growth at 42.8%. Europe saw an 11.2% decline in sales YoY, and a 1% reduction between May and June this year.

Memory

DRAM revenue is expected to rise 75% to \$90.7bn in 2024 thanks to AI-related demand, says Storage Newsletter, per [Tom's Hardware](#). This surge is primarily due to the increased need for high-performance memory in AI applications, especially high-bandwidth memory, which is pushing up both demand and prices. Expect a further increase of 51% to \$136.5bn next year. DRAM prices are growing dramatically to fuel this trend, increasing 53% this year and possibly another 35% in 2025, the report added.

Storage

That same [Tom's Hardware](#) report has NAND flash memory revenues growing 77% this year to \$67.4m. Expect that to grow 29% to \$87bn next year, the report added, driven largely by the adoption of QLC in enterprise SSDs and UFS storage in smartphones.

Display

[TrendForce](#) projected significant growth in the near-eye display market, with OLEDoS technology expected to dominate the high-end VR/MR segment. By 2030, OLEDoS is anticipated to hold a 23% market share, driven by collaborations like the one between Sony and Apple for the Apple Vision Pro. Despite high production costs due to the complexity of CMOS manufacturing, the technology is gaining traction, particularly in the high-resolution VR/MR market.

LCD technology will continue to lead the mainstream near-eye display market, retaining a 63% market share by 2030. However, LCD shipments are expected to decrease slightly in 2024, as competition intensifies with the push for higher resolution and better image quality. Manufacturers are investing in improving LCD components to maintain competitiveness, particularly in the mid-to-low-end market.

OLED, meanwhile, is projected to hold a stable but smaller market share, ranging between 13% and 15% from 2024 to 2030. Its application in the VR/MR market remains limited due to challenges like the screen door effect (that irritating grid-like effect in lower resolution close-up displays) and reliance on specific manufacturers.



Printers

Metal 3D printer shipments in China are accelerating, driven by demand in sectors like aerospace and automotive, [said CONTEXT Research](#). Meanwhile, global shipments of industrial polymer 3D printers are declining due to reduced investments and economic uncertainty. China's growth in metal 3D printing contrasts sharply with a global downturn in other regions, where manufacturers are cautious about capital expenditures in the face of economic challenges.

Global industrial 3D printer shipments fell 15% YoY in Q1 2024. Midrange units fell 7%, while professional systems fell a whopping 34%. Only entry level 3D printer systems saw positive growth, at 26%.

Network Products

Campus switch revenues are expected to decline 16% in 2024, due largely to a market lull after a very healthy 2023, [said Dell'Oro Group](#). However, we can expect a 6% rebound next year due to digital transformation projects and WLAN upgrades, followed by steady growth through 2028.

Monthly Statistics

Price increases peaked on July 29 at 36,572, while the lowest number of increases occurred on July 24 at just 2,427.

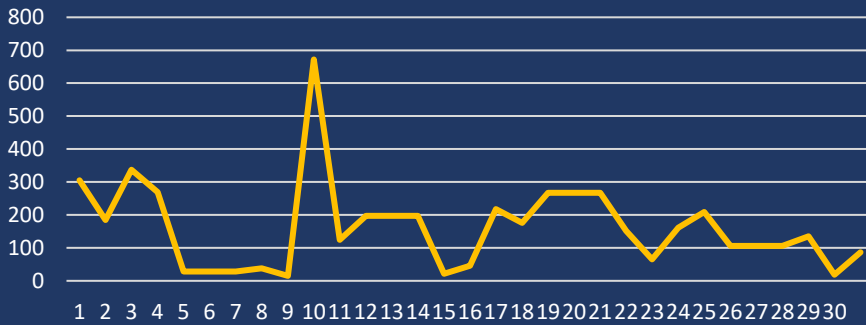
The most price drops came on July 16 at 41,488. The lowest number was just a day later on July 17 at 5,440.

Stock saw its greatest surge on July 9 with an increase of 21,856 - the only day that the number of increases hit five figures. The lowest number of stock increases happened on July 29, when stocks only went up by 3,089.

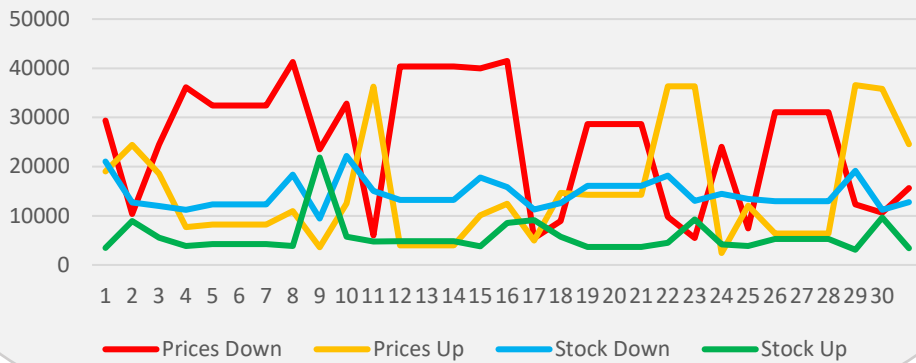
The largest number of stock drops was July 10 at 22,168, whereas the smallest came the day before on July 9 at 9,436 (the only four-figure drop for the month).



NEW PRODUCTS



MONTHLY STATS





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