IT Market Alert
June 2026

KnowledgeBus

The largest number of price increases happened on May 18th with

45,154 out of **180,989** products

- European smartphone ASPs break records
- Global DRAM revenues surge
- Desktop revenues jump across Europe
- Hyperscaler AI demand pushes up network product orders

The technology sector entered 2026 amid sharply divergent regional performance and unprecedented price pressures across core components.

Emerging markets demonstrated resilience in consumer devices, with Africa, the Middle East, and Latin America posting double-digit smartphone growth, while Europe's mature market contracted. Meanwhile, the semiconductor and memory sectors saw fast expansion driven by AI infrastructure investment. Network infrastructure and storage technologies also advanced quickly in response to the AI frenzy, with optical transport equipment markets growing 10% and data center interconnect demand surging nearly 40%.

The refurbished PC market gained momentum in Europe, particularly in the UK, as desktop pricing climbed sharply and consumers sought value alternatives. Korean technology exports reached record levels in January 2026, with ICT exports up 78.5% YoY. This reflects the sector's robust momentum as manufacturers navigate capacity constraints and accelerating demand across multiple product categories.

This monthly IT Market Alert from KnowledgeBus provides procurement and IT professionals with timely market intelligence, pricing trends, and supply chain insights across the global IT market.

Our goal is to equip organisations with the insight and data needed to make informed IT procurement decisions - helping teams deliver value, transparency, and stronger governance across their technology purchasing.

Drawing on live market data, real-time pricing analysis, and benchmarking insights from the KnowledgeBus platform, this report supports informed procurement decisions across organisations in both the public and private sectors. It helps teams identify hidden inefficiencies in the IT supply chain, benchmark pricing, secure value for money, and maintain transparency in a rapidly evolving technology market.

The current IT supply chain environment is experiencing unprecedented volatility. Component shortages, surging demand for AI infrastructure, and memory supply constraints are driving rapid price increases and stock allocation pressures across the market.

For organisations planning IT purchases, delayed decision-making can significantly impact budgets and project timelines. Prices submitted during traditional procurement or tender processes may already be outdated by the time awards are completed.

Maintaining both speed and informed procurement decision-making has never been more critical.

This report highlights the market forces shaping IT procurement decisions for organisations in 2026.

Severe IT Stock Constraints & Rapid Price Escalation

Procurement teams must act quickly while remaining fully compliant.

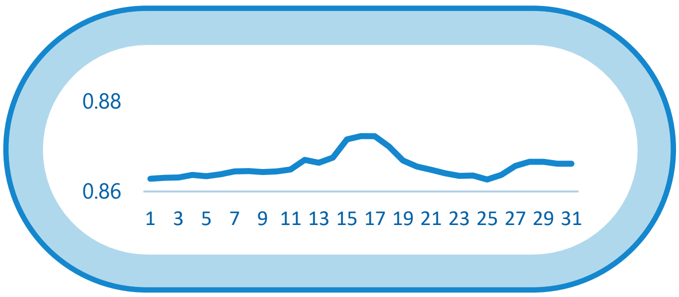
Exchange rate

EUR/USD closed May at 1.1646 versus an opening rate of 1.17 (a 0.46% decline). The pair hit a monthly high of 1.177 on 7 May before sliding to 1.1595 on 22 May, a range of 175 basis points driven by divergent central bank postures and energy-driven inflation shocks. EUR/GBP edged up 0.15% from 0.8636 to 0.8649, touching 0.8705 on 15 May before retreating to a monthly low of 0.8626 on 25 May.

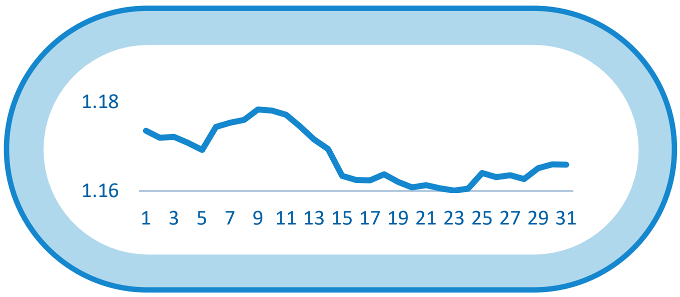
All three major central banks held rates at end-April meetings, but the votes told different stories. The Federal Reserve kept the federal funds rate at 3.50–3.75% on a split 8-4 vote, with four dissents signalling internal pressure to ease despite US CPI running at 3.3% and gasoline prices surging 21.2% monthly. The ECB held its deposit facility rate at 2.00% and the Bank of England left Bank Rate at 3.75%, both without dissent. Eurozone inflation climbed to 3.2% in May, with energy inflation at 10.9% reflecting the Strait of Hormuz closure that curtailed seaborne oil flows by 15% and pushed crude prices up 65% between late February and end-April.

US labour data released 5 June showed nonfarm payrolls rising 172,000 in May with unemployment at 4.3%, reinforcing the case for Fed patience and capping dollar strength late in the month. The euro's marginal gain against sterling leaves UK-based distributors sourcing eurozone inventory facing stable landed costs, whilst the near-flat EUR/USD close holds dollar-denominated component pricing steady for continental buyers.

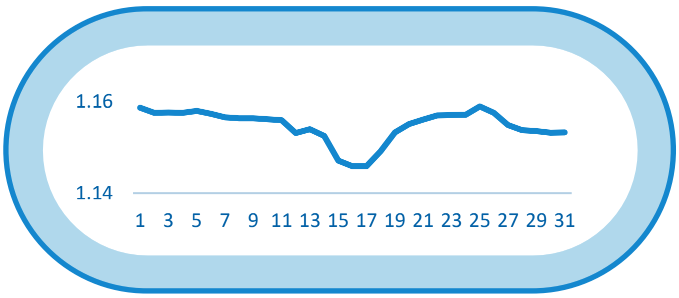
Euro (EUR) per 1 British Pound (GBP)



1 Euro (EUR) per US Dollar (USD



British Pound (GBP) per 1 Euro (EUR)



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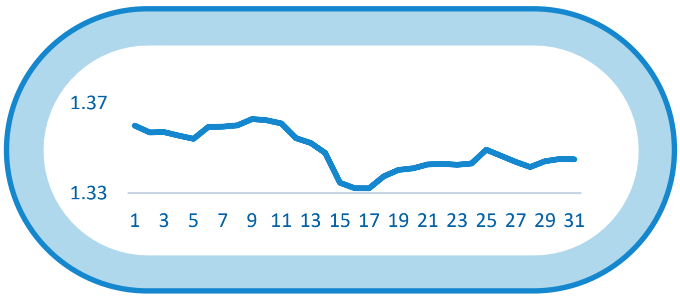

Phones and Tablets

European smartphone average selling prices surged to a record £502.05in Q1 2026, driven by persistent memory cost inflation. The region's market grew just 2% to 33.0 million units, masking sharp divergence beneath: Samsung expanded 3% to 12.6 million units whilst Xiaomi contracted 15% to 4.5 million despite a 21% ASP jump. HONOR shipments surged over 60% year-on-year. Omdia forecasts European shipments to decline 12% for the full year.

Traditional PCs

Desktop revenues across Europe's six largest retail markets jumped 18.9% YoY in Q1 2026, led by Poland's 68% surge. Spain and Germany followed with gains of 36.5% and 32% respectively. Notebook performance diverged sharply: France posted 28.5% growth whilst UK revenues fell 17.2%. Lenovo's Q4 revenue topped estimates on strong PC sales, lifting shares 15%.

Premium Ultramobiles & Wearables

Edge AI-enabled wearables shipments surged more than 60% YoY in 2025, with penetration projected to climb from 30% to nearly 80% by 2032. Counterpoint Research expects the segment is forecast to expand at a 21% CAGR through 2032, capturing 75% of total wearables revenue value within a cumulative £741.6bn global opportunity. Smartwatch and TWS categories are driving most of this growth. India's TWS market illustrated the premium shift: shipments slipped 2% YoY in Q1 2026, yet revenue rose 7% as average selling prices climbed 9%. New SKU launches doubled to more than 60 in Q1 2026 from 30-plus a year earlier.

Processors, MEMs, Semiconductors

The Semiconductor Industry Association (SIA) noted global semiconductor sales up 25% QoQ to £221.4bn in Q1. March sales hit £73.8bn, up 11.5% on February 2026 and 79.2% on March 2025's £41.2bn.

YoY March sales were up 46.5% in Europe, with a more modest 8.4% sequential monthly bump in the region.

Nvidia guided Q2 2026 revenue to approximately £67.5bn with gross margins of 75%, while Q1 earnings reached £1.77per share on revenue of £60.5bn, up 85% YoY. Arm reported Q1 revenue of £1.1bn, up 20% YoY, and secured OpenAI and Meta as customers for its AGI CPU, projecting £1.5bn in demand through 2027.

Price Changes and News Through May 2026

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Memory

Global DRAM revenue surged 80% to record levels between Q4 2025 and Q1 2026, with Samsung capturing 38% market share. Prices jumped a further 50% QoQ in Q2. TrendForce raised its 2026 DRAM market forecast to £458.8bn—303% annual growth and revised the 2027 outlook from £624.9bn to £949.3bn. Mobile DRAM ASPs soared 78–83% QoQ for LPDDR5X and 70–75% for LPDDR4X in Q2.

Displays

Global OLED monitor shipments grew 78% YoY in Q1 2026, though volumes slipped 11% QoQ. ASUS retained the top position with a 24% share, followed by Samsung at 16.4%. LGE launched a 39-inch WUHD OLED monitor with 165Hz refresh rate during the quarter. The automotive display area grew 19% YoY in 2025, driven by Chinese automakers adopting larger centre information displays; the 10-to-15-inch range now accounts for 60% of installations.

Network Products

Network infrastructure markets expanded in 2025, driven primarily by surging demand for data center interconnect and AI applications. The optical transport equipment market grew 10% during the year to reach £12bn, per Dell'oro. Within this segment, revenue from direct purchases of wavelength-division multiplexing equipment for data center interconnect grew nearly 40%. The disaggregated WDM market also expanded approximately 40% in 2025, fueled by strong demand across transponder units, optical line systems, and IPoDWDM ZR/ZR+ technologies. Direct cloud provider purchases grew around 50% as hyperscalers acquired more WDM transponders, ZR optics, and optical line systems.

Looking ahead, Dell'oro also forecasted spending on data center switches deployed in AI back-end networks to surpass £75.02bn by 2030. Most switch ports in these networks will reach 1600 Gbps by 2027 and 3200 Gbps by 2030. The optical transport market is forecast to grow 10% again in 2026.

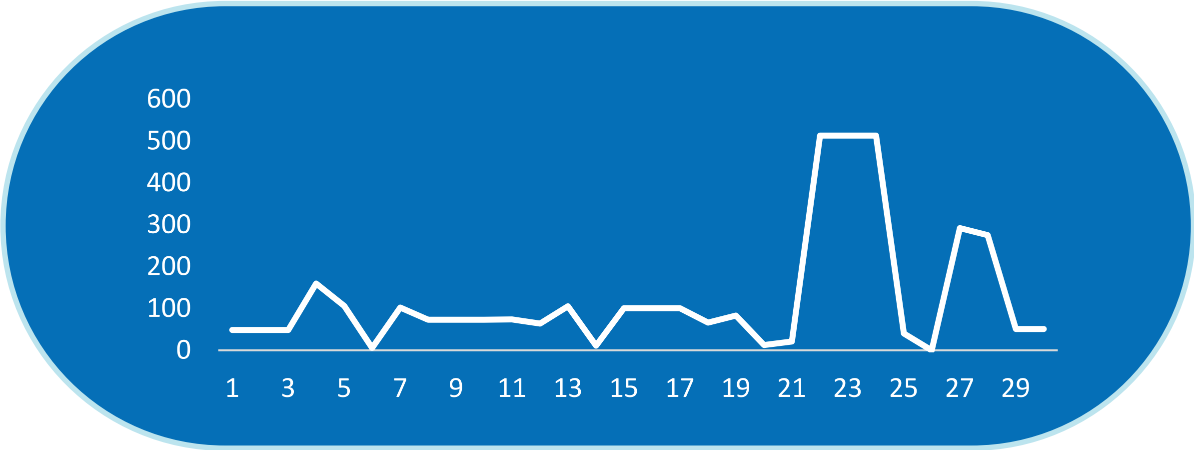
Monthly Statistics

Price increases peaked at 45,154 items on 18 May and bottomed at 2,101 on 20 May; the daily average was 22,188—up 35.7% on April. On 18 May the spike was particularly sharp.

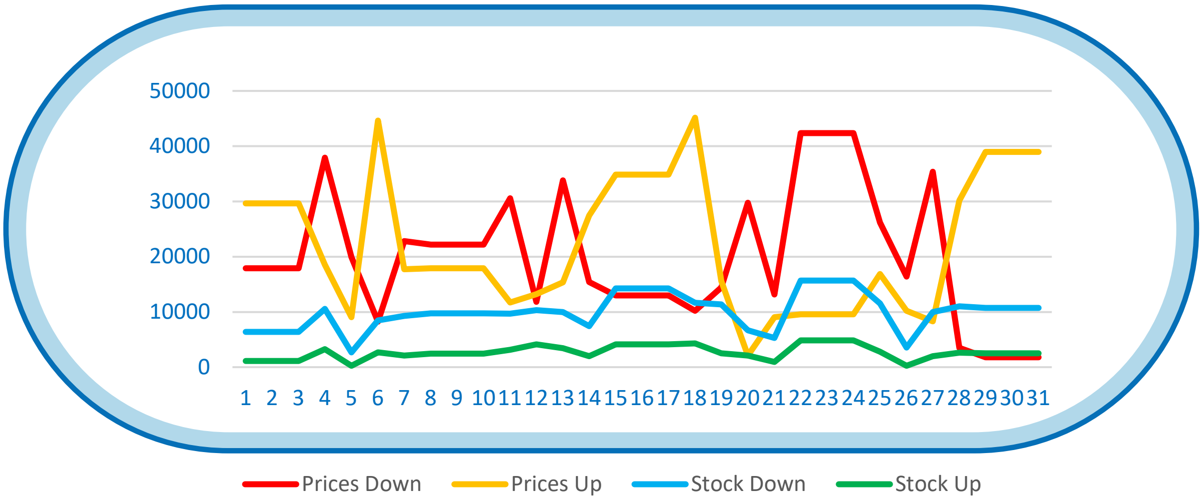
Price reductions moved between 1,787 items on 29 May and 42,365 on 22 May, averaging 20,038 daily decreases.

Stock additions ranged from 252 units on 5 May to 4,848 units on 22 May, with a daily average of 2,697. Reductions ran from 2,676 units on 5 May to 15,676 units on 22 May; the daily average was 9,993 units.

New Products



Monthly stats



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