



IT Market Alert November 2025

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

The largest number of price increases happened on October 13th with **49,452**

- IT infrastructure spending surges as AI devices reshape enterprise budget
- Windows 10 deadline drives explosive PC refresh across Europe
- Memory pricing dynamics flip as DDR5 profitability overtakes HBM3e

October's tech channel showed remarkable resilience despite lingering economic uncertainty. AI infrastructure continues pulling forward demand across multiple categories, while Microsoft's Windows 10 end-of-support deadline created urgency that translated directly into hardware sales.

Gartner projected global IT spending to hit £4.55.08tn next year, marking 9.8% growth and the first time spending would exceed \$4.56tn. The "uncertainty pause" that gripped enterprise budgets through mid-2025 is lifting, with significant budget releases anticipated before year-end. GenAI features are now ubiquitous across enterprise software, driving costs higher even as the technology slides toward the trough of disillusionment. AI-capable devices alone have added more than £22.7bn to overall spending. Data centre systems remain supply-constrained despite surging demand for AI-optimised server racks. The forecast suggests device spending growth will moderate in 2026 after strong 2025 performance pulled demand forward.

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Exchange Rate

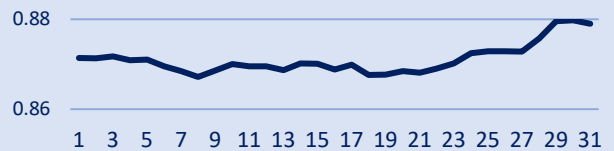
EUR/GBP strengthened throughout October 2025, rising from an opening rate of 0.8704 to a closing rate of 0.8816. The currency pair reached its lowest point on October 08 at 0.8671, while the monthly high of 0.8816 occurred on October 31.

The euro weakened from 1.1724 to 1.1554 against the dollar. The month saw significant volatility, with the pair reaching a monthly low of 1.155 on October 30 and a high of 1.1754 on October 02.

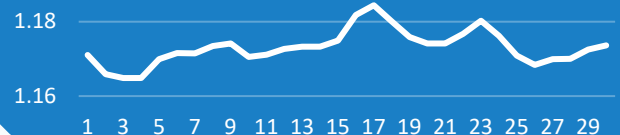
The Federal Reserve's quarter-point cut to 4% on 29 October initially appeared dollar-negative, but Chair Powell's subsequent remarks [threw cold water](#) on December cut expectations, providing underlying support to the currency. The split 10-2 vote, with dissents from both hawks and doves, underscored growing division about the appropriate policy path.

Eurozone Q3 GDP growth of 0.2% exceeded expectations, providing modest fundamental support for the euro, while [inflation's tick up to 2.2%](#) in September from 2% the prior month kept the ECB from contemplating further easing. That's a dynamic that should continue supporting EUR through year-end despite ongoing uncertainties around global trade disputes and geopolitical tensions.

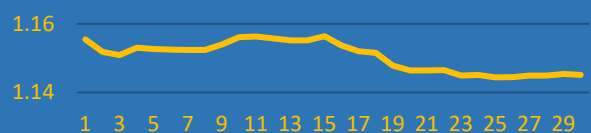
EURO POUND (EUR) PER 1 BRITISH POUND (GBP)



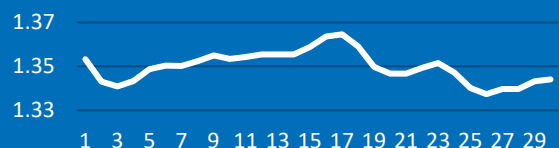
US DOLLAR (USD) PER 1 EURO (EUR)



BRITISH POUND (GBP) PER 1 EURO (EUR)



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





Price Changes and News Through October 2025

Phones and Tablets

Global smartphone shipments climbed 3% YoY in Q3 2025 to reach solid growth momentum, [according to Omdia](#). Samsung held the lead for the third consecutive quarter with 19% share, supported by sustained Galaxy A series volume and upgraded foldables. Apple achieved its strongest Q3 performance ever with 4% growth and 18% share, driven by early iPhone 17 series demand. The base iPhone 17 exceeded expectations with upgraded storage at unchanged pricing, while the redesigned Pro models continued attracting consumers globally.

[IDC reported](#) similar results, with the market up 2.6% YoY to 322.7m units. Premium segment upgrades accelerated as consumers responded to innovative form factors and more affordable AI-enabled devices. OEMs have mastered combining cutting-edge hardware with innovative financing models and aggressive trade-in programmes, making upgrades nearly frictionless. TRANSSION was a particular standout, growing double-digits to its highest Q3 volume ever through prudent inventory management and recovering Middle East and Africa demand. However, competitive pressures remain intense. Rising bill-of-materials costs, particularly for semiconductors, storage, and memory, are tightening the balance between competitive pricing and margins as smartphone vendors compete for production capacity amid AI infrastructure hypergrowth.

Traditional PCs

PC shipments surged 6.8% to 72m units in Q3 2025 as the Windows 10 end-of-support deadline drove urgent refresh demand, [Omdia revealed](#). Notebook shipments rose 4% to 57.2m units, whilst desktop shipments grew 17% to 15.2m units.

The Windows 10 EOL mid-month prompted refresh demand across all end-user segments, driving shipment and activation growth. Recent polls showed only 39% of channel partners indicated almost all customers' PCs had been refreshed, whilst another 18% stated customers intended to continue using Windows 10 post-deadline, likely exercising Microsoft's Extended Security Updates option. Lenovo extended its lead in the PC market with 17% growth to 19.4m units shipped, HP ranked second with 15.0m units (11% growth), and Dell secured third with 3% growth.

[Context noted](#) the European consumer market demonstrated significant resilience in Q3, driven by the urgent Windows 10 deadline and compelling AI-enabled device experiences. Notebook sales to consumers climbed more than 8% YoY in the first two months of Q3, with dramatic double-digit revenue growth recorded in many key markets during August.

AI-capable notebooks now account for 29% of unit sales in the consumer channel, lagging 46% in commercial.



Premium Ultramobiles & Wearables

Apple Watch Series 10 maintained its grip on North American smartwatch sales through Q2 2025, [Counterpoint revealed](#). The device had its fourth consecutive quarter at the top since its launch in Q3 2024. Apple's overall shipment share in the region ticked up 2 percentage points YoY.

Advanced smartwatch models offering health tracking beyond basic functionality captured over four-fifths of the North American market in Q2, mirroring last year's pattern and underscoring consumer preference for health-centric, higher-quality devices. Amazfit broke into the Top 10 for the first time, delivering advanced features at price points that clearly resonated.

Processors, MEMS, Semiconductors

Europe's gaming hardware market continued strong momentum through 2025, with graphics cards driving renewed demand for desktops and gaming monitors, [Context reported](#). After a three-year wait for new-generation GPUs, the market response has been highly positive, with consumer focus shifting decisively toward latest-generation UHD-capable systems rather than discounted previous-generation models.

Germany, Poland, and Italy stand out for consistent YoY gains in graphics card sales, with Poland showing particularly strong momentum across 2025. The UK market started strongly but has softened slightly since August, whilst France saw volatility with sharp mid-year spikes linked to retail discount activity.

[The Semiconductor Industry Association announced](#) global semiconductor sales were £49.2bn in August 2025, up 21.7% YoY compared to August 2024's £40.4bn and 4.4% higher than July 2025. Sales in Asia Pacific and the Americas continue driving growth, with memory and logic chips notably increasing. Regionally, YoY August sales rose in Asia Pacific/All Other (43.1%), Americas (25.5%), China (12.4%), and Europe (4.4%), but decreased in Japan (-6.9%).

Memory

Server DRAM contract prices are strengthening in Q4 2025, driven by ongoing data centre expansion, [TrendForce revealed](#). The research firm revised its Q4 2025 outlook for conventional DRAM pricing upward from 8-13% growth to 18-23%, with strong likelihood of further upward revision.

Looking ahead to 2026, global server shipments are expected to grow around 4% annually whilst CSPs rapidly upgrade to HPC platforms supporting massive AI models, pushing overall DRAM bit demand beyond prior expectations and extending the structural supply shortage.

DDR5 contract prices are expected to maintain an upward trajectory throughout 2026, especially in the first half. In contrast, given increasingly competitive landscape among the three major HBM3e suppliers—and buyers holding healthy inventory levels—HBM contract prices are expected to shift into YoY decline. As of Q2 2025, HBM3e still commanded a price premium more than four times that of DDR5.

However, as DDR5 prices continue rising, the gap will narrow significantly in 2026. DDR5 profitability is projected to surpass HBM3e starting Q1 2026. Since HBM3e and DDR5 compete for the same production capacity, suppliers may allocate more resources toward server DDR5 once this profitability shift occurs.



Storage

AI infrastructure spending is accelerating dramatically, with [IDC projecting](#) that it will reach £574.2bn by 2029. Organizations increased compute and storage hardware infrastructure spending for AI deployments by 166% YoY in Q2 2025, reaching £62.1bn.

Infrastructure deployed in cloud and shared environments accounts for 84.1% of total AI spending in Q2 2025, with hyperscalers and cloud service providers as largest contributors (86.7%). Servers accounted for 98% of total AI-centric spending, growing 173.2% YoY. Servers with embedded accelerators are the preferred infrastructure for AI platforms, accounting for 91.8% of total server AI infrastructure spending and growing 207.3% in Q2 2025.

Storage spending in AI infrastructure grew 20.5% YoY in Q2 2025, with 48% coming from cloud deployments, driven by needs to manage large datasets for training AI models plus storage of training checkpoints and inference data repositories. [TrendForce noted](#) the surge in AI inference applications is creating strong need for real-time data access and rapid processing of large datasets, pushing both HDD and SSD suppliers to expand high-capacity storage options.

Due to a notable supply shortage in the HDD market, NAND Flash vendors are fast-tracking technological advancements and increasing production of ultra-high-capacity nearline SSDs, including 122TB and 245TB models.

The HDD industry is struggling through a challenging shift to next-generation heat-assisted magnetic recording (HAMR), which requires substantial initial investment in new production lines but delivers limited capacity growth, forcing suppliers to transfer costs to customers.

The average price per GB increased from £0.01-0.013 to £0.01-0.016, diminishing HDD's main cost advantage. NAND Flash continues advancing through 3D stacking technology, enabling faster capacity growth than HDD. As layer counts surpass 200, 2Tb QLC chips are projected to reach mass production by 2026. [TrendForce's MLCC investigation](#) reveals growing macroeconomic headwinds are dampening Q4 2025 holiday demand.

The global economy faces heightened uncertainty, eroding consumer and investor confidence. China's Golden Week failed to meaningfully boost demand. Smartphone orders from Huawei, Xiaomi, and OPPO are expected to fall 12-15% QoQ in Q4 2025, whilst notebook demand will drop 8-10%. The iPhone 17 series performed unexpectedly well despite weaker overall demand, driving Murata and Taiyo Yuden to increase MLCC orders by roughly 5% in October, though this rebound isn't enough to offset broader market slowdown.

Display

Gaming monitors [remain resilient](#) after nearly two years of outstanding results. Although there was an early-year slowdown due to shifting budgets, performance remains solid, especially in the UK, Italy, and Poland.



Printers

Q2 2025's 3D printing market tells two completely different stories depending on which end of the price spectrum you're at, explained CONTEXT Research. Consumer-oriented entry-level machines are posting impressive numbers, while industrial systems languish amid capital spending freezes and ongoing M&A chaos. Total hardware revenues across all categories came in flat YoY. Entry-level systems surged 21% (Bambu Lab continues its tear) but couldn't compensate for steep declines everywhere else. Professional segment revenues cratered 29%, midrange dropped 11%, and industrial fell 14%.

The industrial segment's problems aren't just about interest rates (though they're not helping). Desktop Metal's bankruptcy and the messy Nano Dimension merger created significant operational distractions that hammered shipments. Not everyone's struggling at the top end. HP delivered strong unit growth through what appears to be a clever upgrade programme, and Stratasys also posted solid gains. Nevertheless, the combination of elevated interest rates, tariff uncertainty, and inflation should keep industrial capex suppressed through year-end.

Network Products

The Ethernet switch market is positioned for steady expansion through the decade, SNS [Insider projects](#). Global market valuation stood at £9.6bn in 2024 and should reach £15.1bn by 2032, translating to 5.89% CAGR over the forecast window. The US market specifically is tracking similar growth at 5.83% CAGR, targeting £11.4bn by 2032.

Three forces are converging to push this growth: edge computing adoption, enterprise IT infrastructure build-outs, and the proliferation of hyperscale data centres. Massive 5G roll-outs and IoT installations are creating insatiable demand for high-speed, low-latency switches capable of managing enormous data traffic volumes.



Monthly Statistics

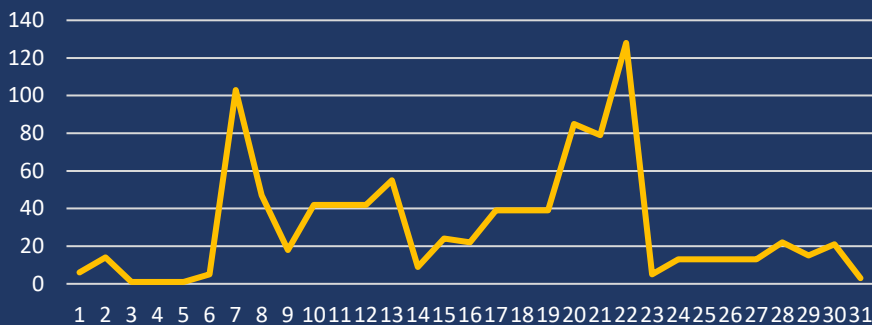
Price increases ranged from a low of 5,894 on October 2 to a peak of 49,452 items on October 13, with an average of 21,778 daily price increases. This represented a significant increase of 21.9% compared to the previous month.

Notable spikes occurred during the month, particularly on October 13. Price reductions were equally dynamic, fluctuating between 4,147 items on October 31 and a substantial peak of 39,555 items on October 3, averaging 19,494 daily decreases.

Stock replenishment displayed the most extreme variance, from just 2,143 units on October 28 to a massive 17,336 units on October 3, averaging 5,718 daily additions. The low on October 28 coincides with significant market activity, suggesting coincidental market activity requiring further analysis.

Stock reductions ranged from their low of 7,094 units on October 14 to the peak of 25,010 units on October 1, with an average daily decrease of 11,889 units.

NEW PRODUCTS



MONTHLY STATS

