IT Market Alert
October 2026

KnowledgeBus

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

36,318 out of **159,823** products

- Apple launched the iPhone Duo
- Global semiconductor revenue hit record quarterly highs in Q2
- US PC shipments stayed mostly flat on a 13.1% revenue jump
- Network revenues were up in many categories

Fortunes were split in Europe as the summer drew to a close.

CONTEXT Research saw Germany and the UK still enjoying modest growth whilst Italy and Spain were contracting as large public funding programmes wound down. Several categories are seeing revenue outrunning shipments as supply chain constraints bite, particularly in the memory and SSD area. Partners are paying more to replace equipment rather than buying more of it. Corporate customers are coping with this by stretching refresh cycles out beyond five years to seven or even eight. Smaller resellers are having a tough time. They rely on entry-level hardware, but those price points are also climbing, which is leading to smaller volumes.

Interest in AI continues. IDC forecasts AI spending to grow 35% each year between now and 2030 in Europe, reaching nearly £350bn. Enterprises are moving budget to this technology even as tariffs take hold, it says.

The ripple from the AI frenzy runs through our report this month as revenues soar on memory and semiconductors and other categories such as PC. The increase in sales figures far exceeds shipments. Networking, as an entire category, has soared on AI data centre demand.

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

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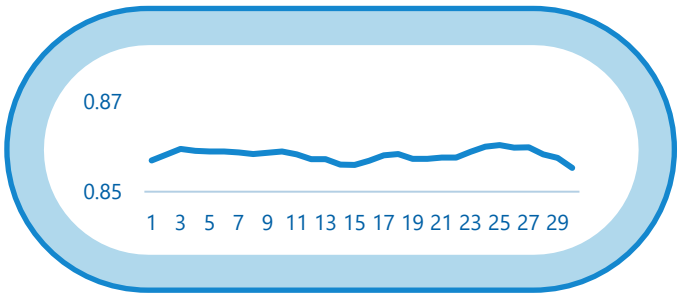
The euro slid heavily against the dollar in September, with the currency pair falling a full 2% from 1.159 at the beginning to 1.1355 by the month's end. It touched 1.1652 on the 9th of September, reaching its monthly high, and then fell sharply to reach a floor of 1.1355 on the 29th of September. EUR/GBP went in the same direction, although at a slower rate. The euro fell against sterling from 0.8566 to 0.8546, representing a 0.2% drop over the month. Its peak came on the 3rd of September at 0.8606, and its floor came around the same time as the trough against the dollar, on the 30th of September.

The biggest likely factor here was the ECB's tight stance on interest rates even as inflation data stayed hot. The ECB reported 3.3% for headline inflation in the Eurozone in August. That prompted the Governing Council to raise all three key rates by 25 basis points, raising the deposit facility to 2.5%, the main refinancing rate to 2.65%, and marginal lending to 2.9%. That all kicked in during mid-September, but it wasn't enough to sustain the euro, which lost ground against both other currencies through the back half of the month.

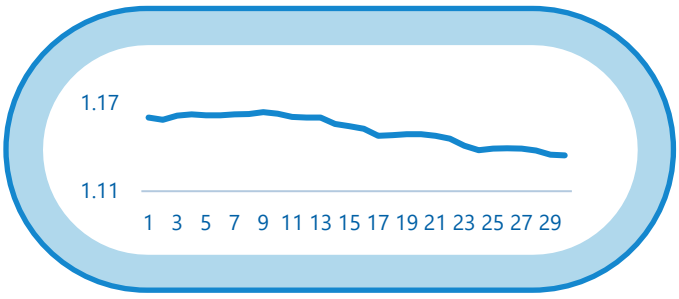
All this meant the euro bought around 2% less dollar-denominated stock at the end of September than it did at the start, with most of the damage happening in the final week.



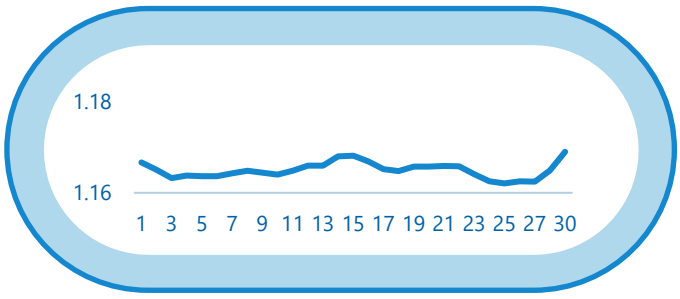
Euro (EUR)
per 1 British Pound (GBP)



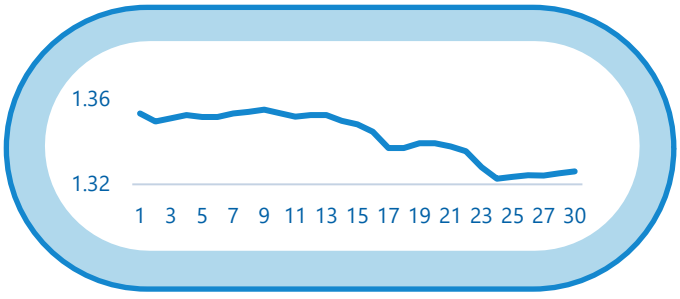
1 Euro (EUR)
per US Dollar (USD)



British Pound (GBP)
per 1 Euro (EUR)



British Pound (GBP)
per 1 US Dollar (USD)



Price Changes and News Through September 2026

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Phones and Tablets

The big news in smartphones during September was, of course, the launch of the iPhone Duo, Apple's long-awaited first foldable. The book-style unit sports a 7.6-inch inner display. It saw pricing from £1,490 in the US. Supply is expected to lag demand. Counterpoint Research expects foldables to rise in market share by 37% YoY next year, and thinks Apple's share will reach 40%.

Pricing for the iPhone 18 Pro and Pro Max rose £74.53 due to cost pressure from the memory supply chain crunch. That was part of an Apple-wide pricing hike. European retailers should keep an eye on this for premium tier stock planning.

Traditional PCs

PC shipments nosed up 1% in the US during Q2 to 18.8m units, according to Omdia. Revenue jumped much more, by 13.1%, thanks to average selling prices spiking from DRAM and NAND supply issues. That meant prices surged past £745.33 for the first time, up 12% year on year.

Business pricing suffered the worst, with a 19% climb compared to 9.7% for consumer pricing. Sub £520.99 volumes fell 6.5%, whilst volumes for PCs above £1,118 spiked 36.8%. Omdia expects a 10.7% decline for the whole of 2026, with most of that occurring in the second half at 18.4%. European distributors are bracing for tighter component supply, which will affect margins.

Premium Ultramobiles & Wearables

Apple launched the Watch Series 12 and Ultra 4 on 9 September. These featured its first new smartwatch chip since 2024's S10. These units are priced at £297.39 and £595.52 respectively.

Processors, MEMs, Semiconductors

Revenues in the global semiconductor market reached a record £316.8bn in Q2. AI demand and memory pricing drove the spike, per Omdia. Sales in July alone rose 135.1% YoY to £109.4bn, according to the SIA. Perhaps unsurprisingly given the supply crunch, memory accounted for over half of the revenue, with DRAM, NAND, Flash, and NOR each posting record sales for the quarter. YoY sales in July grew by 85.2% in Europe, lagging the Americas, Asia Pacific, and China, the SIA said.

On the foundry side, TSMC's Q2 revenue climbed 12.1% QoQ to £30bn, while fabless design houses soared 73% YoY.

Price Changes and News Through September 2026

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Memory

The DRAM market remained constrained with inventories sitting at historic lows and only modest growth in bit shipments. Nevertheless, revenue soared 59.5% quarter on quarter in Q2 to reach £115.3bn. Samsung topped market share with 39.4% and the strongest bit shipment growth. It led SK Hynix, which sat at 24.9% with revenue up 37.9% to £28.8bn. Micron, which has shifted towards server DRAM, posted £26.8bn in revenues. TrendForce expects Q4 pricing to rise 10-15%, while PC OEMs will continue buying aggressively into next year. European distributors should watch out for more constraints and costlier equipment.

Storage

External storage revenue also increased, rising 33.6% YoY to £7.7bn in Q2. That pushed revenue for the first half of the year to £22.1bn, representing a 28.2% hike. All-flash arrays accounted for £4bn of that revenue, or just over half, whilst hybrid flash grew 25.5% to reach £2.9bn in revenue. Dell maintained the top spot for external storage at 23.8%, but Huawei beat rivals to the second spot at 11.3%.

Revenues in the enterprise SSD market doubled QoQ to £28bn, with Samsung leading the charge at a £10.7bn turnover. TrendForce forecasts prices to climb further in the fourth quarter, which will apply more pressure to European buyers who are already struggling with capacity constraints. IDC doesn't expect those to ease before 2028.

Displays

Display makers BOE, TCL CSOT and HKC cut TV production in their fabrication plants over the Chinese Golden Week holiday because of softer demand. Omdia predicted global usage of these displays to fall 3% to 80% in October based on weak orders for TV panels towards the end of the year.

TrendForce was pessimistic too, expecting usage of fifth generation panels and beyond down 4.2% to 79.6%. This forecast holds even as the cost of TV panels is expected to climb 4.7% quarter on quarter in Q4, against demand sliding 4%.

Printers

According to IDC, shipments of hard copy peripherals fell 7% year on year in Q2, down to 17.2m units, on revenues down 5.8% to £6bn. Western Europe fared particularly badly, with inkjet shipments falling faster than laser devices. Inkjet fortunes were mixed, however, with ink tank devices growing across emerging and mature markets.

The US suffered shipment declines across both inkjet and laser formats, and China did no better. In laser shipments, monochrome performed worse than colour.

Network Products

HPE's Q3 networking revenues soared 75% to £2.2bn, with routing up 270% to £587.3m YoY. Expansion of deal to supply Juniper equipment to Oracle's AI data centres helped boost its numbers. Dell'Oro confirmed that this was a broader trend rather than just an HPE phenomenon. Sales of AI back-end switches overtook front-end switch sales for the first time, whilst core router revenue also hit record highs, and direct sales to cloud providers almost doubled, rising 94%. Wireless networking also did particularly well in Europe, which posted the strongest regional growth in this market. However, constraints will bite in the networking market as well, with component shortages squeezing prices. European buyers should brace for tighter campus switch supply.

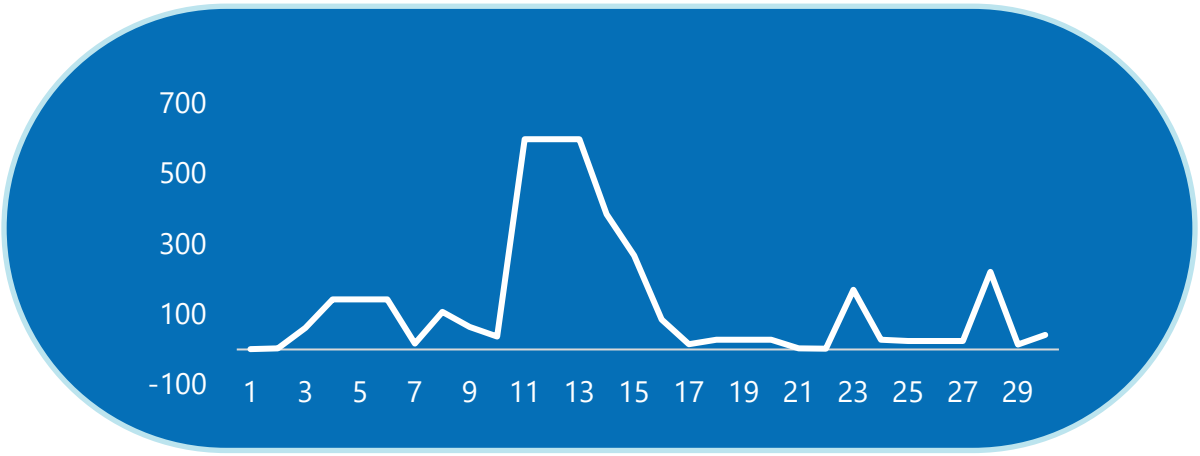
Price increases bottomed out at 6,590 on September 9 before surging to 36,318 items on September 18; the daily average came in at 24,057, up 28.0% on the previous month. That September 18 spike was the month's sharpest single-day jump.

Reductions ran the opposite course, falling to 2,735 items on September 22 after a September 7 peak of 38,683. The daily average was 12,258.

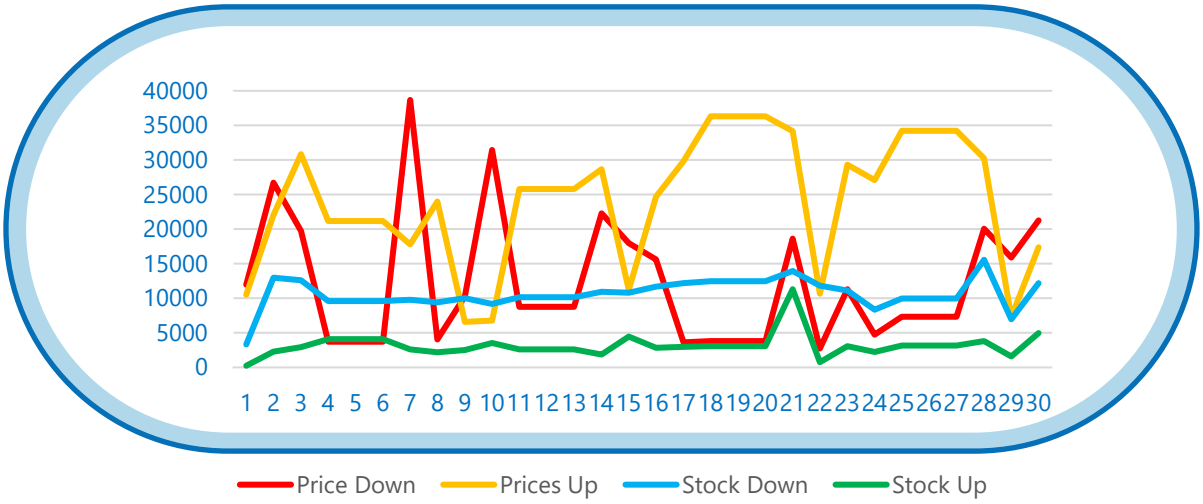
Stock replenishment fell to 244 units on September 1 before climbing to 11,312 units by September 21. Additions over the month averaged 3,171 units a day.

Stock reductions, by contrast, moved on a steadier gradient. The month opened at 3,325 units on September 1 and closed with a high of 15,571 units on September 28; the average sat at 10,645 units a day.

New Products



Monthly stats





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