

The largest number of price increases happened on August 5th with

41,356 out of **159,140** products

- Q2 European smartphone shipments down 10% YoY
- Semiconductor sales up 35.1% on Q1
- Samsung retakes DRAM crown with 39% share

August saw revenues up and units down for the European channel.

Surging prices are to blame, as manufacturers cope with troubling macroeconomic conditions and abnormal economics in the sector caused by AI's huge implications.

Memory and storage have been particularly badly hit, with prices continuing to reach new heights. RAM prices soared, while SSD prices more than doubled. Yet shipment volumes in these categories fell 60% and 49% respectively. As CONTEXT Research put it in its [monthly review](#), inflation is doing the lion's share of the work here. That has had knock-on effects for phones and PCs too.

The analyst company has [raised](#) its 2026 European distribution growth forecast to 7.5%, which is the strongest since the pandemic. However, the channel shouldn't take that as a sign of good times. It warned that revenue can look far stronger than underlying demand. Buyers are already downgrading specifications to hold their budgets firm.

TrendForce expects DRAM supply to stay tight through next year, meaning that distributors should plan for more of the same.

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 made the biggest moves in August. It swung from a low of 1.1515 on 4 August to a high of 1.1699 on 21 August before settling close to its starting value at 1.159. At its height, it was around 3% up from its mid-June lows.

EUR/GBP was the calmer currency pair, opening at 0.8563 and moving just 0.04% to close at 0.8566. The pair touched 0.8576 on 7 August and bottomed at 0.8536 on 12 August, a range of 40 pips that barely registers against the dollar leg's swings.

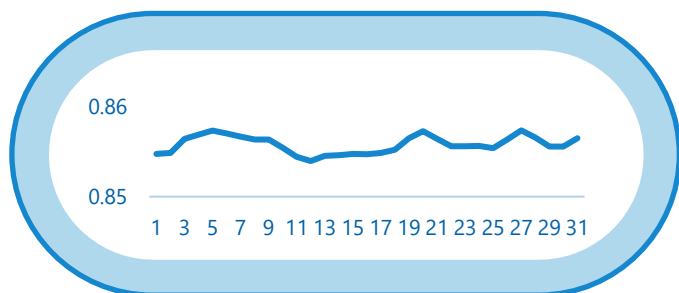
The ECB, the Fed, and the Bank of England all held their interest rates in late July, so August's moves were driven by data alone. The EUR/USD's 7 August turn correlated with the US jobs report, which showed that employment fell by 23,000 in July against an expected 80,000 gain. The Dollar Index dropped around 0.5% on that day.

Strong data and clearer ECB guidance were big tailwinds for the Euro. According to a Reuters poll in mid-August, 83% expected the ECB to raise its deposit rate to 2.50% in September, up from 72% before the July meeting (they were right).

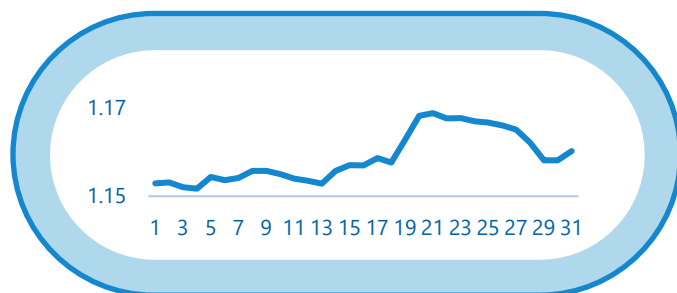
Sterling had little reason to move against the euro in August. Three-month implied volatility for the currency pair stood at 3.6% on 11 August, lower than before any UK fiscal event in 20 years. Even an unexpected GDP rise in June to 85.50p per euro left EUR/GBP inside its 40-pip band.



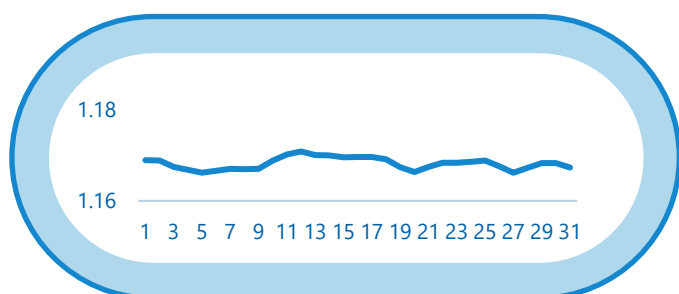
Euro (EUR)
per 1 British Pound (GBP)



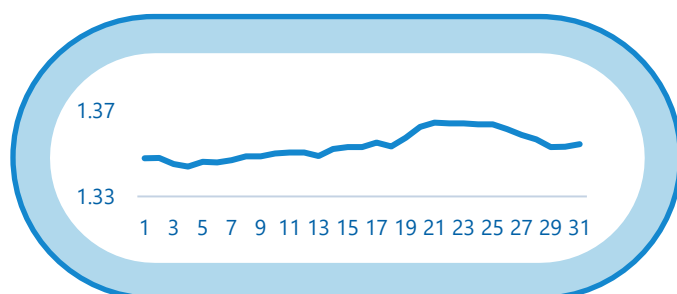
1 Euro (EUR)
per US Dollar (USD)



British Pound (GBP)
per 1 Euro (EUR)



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



Phones and Tablets

The European smartphone market saw shipments fall 10% YoY to 35m units in the second quarter. It was the weakest Q2 since 2023. The underlying cause was component cost hikes that pushed device prices higher. The broader macroeconomic climate hasn't helped as the Iran war threatens to spike inflation. All of this has helped to soften demand.

It wasn't all doom and gloom. Apple bucked the trend with a robust quarter in Western Europe, while Samsung also posted some gains.

Apple bucked the trend with an impressive quarter in Western Europe and Samsung posted marginal gains; analysts expect Apple to keep outperforming.

Samsung's Galaxy Z8 line promised to buoy up demand in the premium market, with preorders rising over 20% regionally, per Counterpoint. The Fold8 will sell for £1,699 in the UK.

Traditional PCs

Signals for August's PC market came from vendor results rather than shipment trackers. Lenovo and HP's figures both pointed towards fewer units at higher prices.

Lenovo reported a 27% YoY spike in revenues for its Intelligent Devices Group, reaching £12.6bn in its fiscal first quarter. PC and smart device revenues soared by almost 30%, while its global PC share also spiked to 24.2%, which put more daylight between it and the number two vendor.

HP's Personal Systems revenue climbed 18% to £8.7bn in the quarter to 31 July even as unit shipments fell 16%. Consumer unit numbers were down 19% while commercial slipped 14% after HP raised prices to offset commodity cost inflation. HP expects memory and storage to take a larger share of the bill of materials in its fourth quarter.

Premium Ultramobiles & Wearables

Smartwatch shipments rose a modest 6% in Q2. Apple continued to do well in this space, which is one of its strongholds, holding a strong 46% global lead. In the hotly contested second spot, Garmin came in joint with Samsung at 15% of the market. The broader basic band category fell 9%, and saw a big shakeup as Google's Fitbit Air pushed screenless devices past 15% of that segment.

Average selling prices (ASPs) are rising thanks to the increased cost of memory and other components. We've already seen this trend in the form of Samsung's Galaxy Watch price increases.

In a bad sign for its extended reality business, Apple trimmed around 100 Vision Pro roles.

Processors, MEMs, Semiconductors

Global semiconductor sales hit £297.8bn in Q2 2026, up 35.1% on Q1. June revenues alone reached £99.3bn, which represented a 123.6% YoY increase, according to the Semiconductor Industry Association. Its figures showed Europe posting a relatively modest 7.7% month-on-month gain against China's 10.4%. SIA now expects full-year sales of £1107.7bn.

Nvidia data centre revenues jumped 117% to £65.7bn, per Constellation Research, while AMD's data centre unit climbed 107% to £4.9bn. That represents 58% of AMD's total revenue. MLCC capacity utilisation is approaching 90%, with Taiwanese and Chinese suppliers holding 10-20% price increases through Q4, a pinch point European buyers will feel directly. SIA also named Michael Robbins as incoming president and CEO, effective 1 October.

Memory

Samsung retook the DRAM crown in Q2 2026 with 39% share, back to the level it enjoyed in 2024. SK hynix's fortunes went the other way, tumbling to 26% despite a 214% YoY revenue surge. Micron climbed to 25%, almost overtaking hynix for the second spot. CXMT posted the fastest growth globally, up a whopping 716% YoY, with Nanya close behind at 690%.

Conventional DRAM prices surged QoQ, and we're not over the peak yet. Counterpoint expects agentic AI and server-CPU demand to push the prices higher still. It's a cost that dynamic European distributors sourcing DRAM will need to price through carefully, given TrendForce's prediction that supply will stay tight through 2027.

Storage

Enterprise SSDs hit 48% of global NAND bit shipments in Q2 2026, nearly doubling their 26% share in the same quarter last year, per the quarterly tracker. server demand expected to push eSSDs past half of all NAND bits by the year's end.

Samsung led enterprise SSD shipments at 25%, holding the top spot ahead of SK hynix's 22% second place. YMTC broke into the global top three with a 14% share.

SanDisk closed fiscal 2026 with £15bn in revenues, up 175% YoY, while its datacenter unit jumped 103% sequentially to £2.2bn.

Displays

OLED monitor shipments surged 98% YoY in Q2 2026, up 26.1% QoQ, with ASUS holding a 23.1% lead and LGE fifth on 8.4% share behind its 39-inch WUHD ramp. Samsung Display began Gen.8.7 mass production at its A6 fab for Apple's MacBook Pro, backed by a KRW67 trillion investment through 2040, while LG Display's polarizer-free WOLED SE cut production costs. Counterpoint expects a 60% YoY bump in full-year OLED monitor volumes.

European demand in this subsector was positive, with Western European TV shipments rising 9.5% YoY and Eastern Europe's 14.5% higher.

Network Products

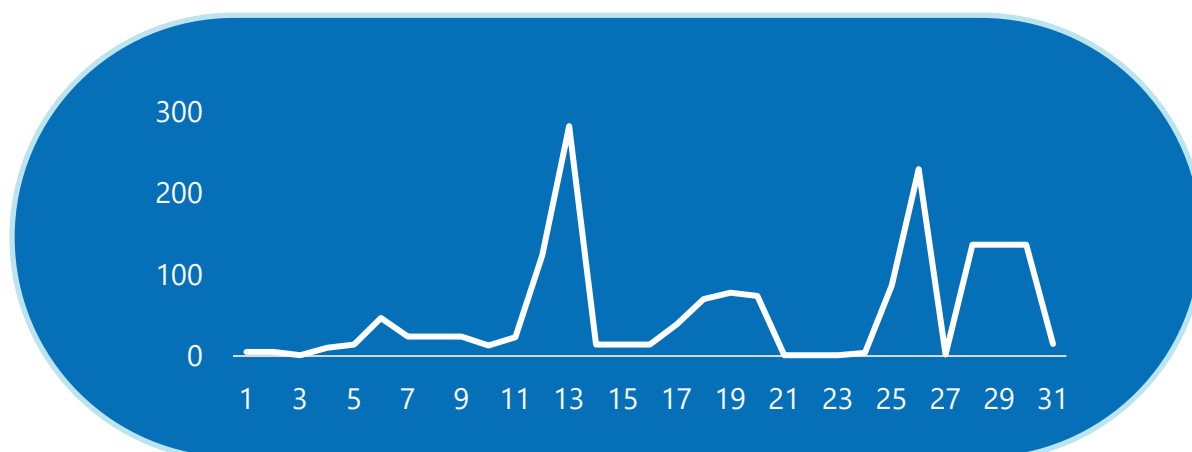
Cisco's fiscal fourth quarter report showed networking revenue up 28% to £7.2bn, with total revenue for the year reaching £12.8bn (up 18% YoY). Product orders climbed 35%, or 40% within networking specifically.

Hyperscalers placed £3.0bn in AI infrastructure orders during the quarter, whilst enterprise Nexus switch orders tagged for AI deployments rose more than 85% sequentially, according to Cisco. Management guided FY2027 revenue to £53.3bn-£54.2bn projected. For European distributors, the AI-driven refresh cycle in campus and data centre switching looks set to persist well into next year.

Price increases bottomed at 4,026 on August 4 and jumped to 41,356 items the very next day, a swing that pushed the daily average to 18,800. Reductions ranged wider still: 982 items on August 25 marked the floor, while August 3 produced 53,509, for an average of 19,634 daily decreases.

Stock replenishment swung hardest of the four measures. Additions fell to just 281 units on August 4, the same date the price-increase low landed, then surged to 11,328 units on August 3; the average came to 3,533 per day. Stock reductions held a narrower band by comparison, slipping to 3,270 units on August 27 before climbing to 16,830 units on August 24, averaging 10,612 daily.

New Products



Monthly stats

