

TrendForce Reports First-Quarter Notebook Shipments Grew 6.1% Year on Year Against Seasonal Headwinds

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TrendForce. This figure represents a 15.6% decline from prior quarter's result but also a 6.1% year-on-year increase. The first-quarter shipments were augmented by some unfulfilled demand left over from the previous quarter. There were also major deal opportunities related to bidding for business notebook contracts and releases of new product models. Furthermore, channel distributors also increased their stock-up of notebook products in anticipation of price hikes from brand vendors later on. As a result, notebook shipments were higher than expected for the traditional off season.

HP posted a strong year-on-year growth of 18.9%

Apple has enjoyed brisk sales of MacBook Pro with Touch Bar and will update its 12-inch MacBook device this second quarter

About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit www.trendforce.com

Major research divisions:

DRAMeXchange focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

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