

LCD Panel Shortages Boost Demand for Large Screen Monitors, Finds IDC

IDC has recently released the results for the Australian total PC monitor market in Q3 2006. Findings revealed that the Australian PC monitor market grew 1.5% sequentially while expanding 23.3% over the same quarter in the previous year. The branded market provided the strongest contribution to monitor space, posting a robust growth of 3.4% from the previous quarter while the OEM market experienced a decline of 0.3% sequentially in line with the total PC markets seasonal trend. IDC has found the following areas are the key highlights of the Q3 2006 PC monitor market:

- 1) LCD Panel Shortages Boosted Demand for Larger-sized and Widescreen Monitors – Panel shortages for the 17in. and 19in. sizes have hampered this segment of the monitor market. Prices for larger-sized LCD panels continues to fall leading to greater penetration of larger-sized and wide-screen LCD monitors during the quarter. Keen pricing has driven strong shipments of monitors larger than 20 inches in 3Q06, in both the commercial and consumer segments. Meanwhile, wide-screen LCD monitors continued to gain traction in 3Q06, as shipments grew 27.8% over 2Q06.
- 2) LCD Panel Shortages and Price Hike – After months of declining prices, prices of mainstream LCD panels started to rise in early 3Q06 due to supply shortages of 17in. and 19in. panels. However, higher prices were only reflected late in the quarter in the month of September. A few vendors chose to absorb the higher panel prices and keeping their prices unchanged. It also helped that some had large inventory on hand, or were undergoing transitions in their product range. The strong Australian dollar in July and August also helped keep prices competitive.
- 3) OEM Market Driven by Robust PC Sales – Healthy desktop shipments in 3Q06 boosted the total PC monitor market. Buoyed by sustained consumer spending and strong desktop shipments from both Acer and HP, the OEM monitor market came in considerably stronger than expected. Meanwhile, the commercial desktop market conformed to past seasonal trends and dropped sequentially. However, various desktop tenders and the slower-than-expected migration to notebooks resulted in the market coming in stronger than expected. "Samsung finished the quarter in the top position with 21.0% share of the branded market while Viewsonic jumped to the second place with 19.2% share. Meanwhile, LG Electronics remained its third place accounting for 14.5% of all branded monitor shipments in the quarter. Rounding out the top 5 were BenQ and Chimei with 12.7% and 9.1% market share respectively," noted Lily Lin, Senior Analyst, PC Hardware, IDC Australia.

Top five vendors (branded market):# Samsung 21.0%# Viewsonic 19.2%# LG Electronics 14.5%# Benq 12.7%# Chimei 9.1%# Others 23.5%If you would like further information or to purchase IDC research, please contact Gary Clarke, IDC Associate VP of Sales via email gclarke@idc.com or phone 02 9925 2226.

*****About IDCIDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 42 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com> and <http://www.idc.com.au>. *****Click here to view the press release
online:http://www.idc.com.au/press/release.asp?release_id=271Click here to subscribe to IDC press releases and newsletters
online:<http://www.idc.com.au/newsletters/register/>