

<b>MATICHON INFORMATION CENTER</b>		<b>Subject Heading :</b>
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# PCs to lose sales to smartphones, tablets amid floods

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Half of the country's personal computers sales are likely to disappear in the fourth quarter as the floods overwhelm consumers.

Local PC prices including notebooks are predicted to increase by at least 10% next year because of the shortage of hard-disk drives as a result of two major factories here being inundated.

However, sales of smartphones and tablet computers should double in the final quarter, thanks to robust demand for wireless data communications, said Attaphon Satidkanitkul, research manager of IDC Thailand.

Local PC sales the last three months of this year are predicted to reach only 500,000, down from an average of 1 million units. Annual PC sales of 3.5 million units are expected, down from a projec-

tion of 4 million.

Thai sales of smartphones should top 3.5 million units this year, up from an initial forecast of 1.8 million units, with tablet sales recording 400,000 units.

Jarit Sidhu, an analyst at IDC, added the global HDD shortage is likely to push prices of HDDs up by 30-100%, increasing PC prices by 10% in the first quarter before returning to normal in the second quarter. "Sales of smartphones and

tablets were brisk, fuelled by a greater variety of products and lower prices as well as a more affordable mobile data tariff package with a price reduction of at least 20%," said Mr Attaphon.

He added IT products and services, especially for the enterprise market, saw minimal negative impact from the floods, with sales expected to decline by only 2% if the floods ease this month or 4% if they continue to early next year.