

# Apple, Element Gain MP3 Shelf Share: IFR

**BY JOSEPH PALENCHAR**

NIAGARA FALLS, N.Y. — Apple- and Element-branded MP3 players and portable media players (PMPs) gained shelf share at the expense of many major competing brands during the first nine months of 2009, IFR Monitoring found.

Apple's share of MP3/PMP devices displayed at retail stores soared to 30.9 percent from the year-ago 22.4 percent, while Element went from 0 to 7.2 percent during the period, IFR found. At the same time, Apple accounted for 73 percent of all MP3/PMP players sold at retail to U.S. consumers through August, a separate report by The NPD Group found.

Many top brands lost shelf share during the nine-month period, including SanDisk, Microsoft (before the launch of the new Zune HD), Best Buy's Insignia brand, Creative Labs and Samsung. Other brands posted negligible gains.

IFR Monitoring's Shelf Tracking Service monitors the price, promotion and placement of products in the stores of more than 30 retailers in key U.S. cities. IFR surveys a representative sample of stores, projecting them to represent nationwide shelf share.

Among brands losing shelf share,

## Top 25 MP3/PMP Brands By Shelf Share (JAN-SEPT 2009)\*

		JAN-SEPT 2008	JAN-SEPT 2009	DIFFERENCE
1	Apple	22.4%	30.9%	8.5%
2	SanDisk	18.6	12.1	-6.5
3	Microsoft	10.1	6.4	-3.7
4	Sony	7.1	6.2	-0.9
5	Philips	4.5	5.3	0.8
6	Creative Labs	6.9	2.8	-4.1
7	Samsung	5.8	3.0	-2.8
8	Element	0.0	7.2	7.1
9	RCA	3.6	2.6	-1.0
10	Nextar	1.3	3.6	2.4
11	Memorex	1.5	3.1	1.6
12	Coby	2.0	2.4	0.4
13	Mach Speed	1.2	1.6	0.4
14	Insignia	2.2	0.1	-2.1
15	Sly Electronics	0.3	1.6	1.3
16	Ivo	0.8	1.0	0.2
17	Disney	0.9	0.9	0.0
18	GPX	0.5	1.3	0.8
19	Toshiba	1.3	0.2	-1.1
20	Jensen	0.3	1.0	0.7
21	Ativa	0.1	1.1	1.0
22	Archos	1.0	0.1	-0.8
23	Kaser Corporation	0.4	0.5	0.1
24	Pixxo	0.4	0.5	0.1
25	Iriver	0.1	0.7	0.6

Source: IFR Monitoring

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SanDisk share went from 18.6 percent, to 12.1 percent, while Microsoft's share fell from 10.1 percent, to 6.4 percent. Sony share slipped from 7.1 percent,

to 6.2 percent; Creative Labs went from 6.9 percent, to 2.8 percent, and Samsung went from 5.8 percent, to 3 percent. Archos share slipped from 1 percent, to 0.1 percent.

Brands gaining shelf share included Philips, whose share went from 4.5 percent, to 5.3 percent.

In terms of storage capacity, models with 2GB, 4GB, 8GB and 16GB were the models displayed most often during the nine-month period, IFR found. A total of 25.4 percent of displayed models sported 2GB of memory, and 22.5 percent had 4GB. A total of 20.4 percent had 8GB of memory, and 7.7 percent had 16GB.

The specific model with the most shelf share was the 8GB iPod Nano, which accounted for 4.3 percent of all MP3/PMP devices displayed. Other models in the top 10 by shelf share were the 8GB iPod Touch and 120GB iPod Classic, each with 4.2 percent share, followed in order by the 1GB iPod Shuffle Clip with 3.6 percent, the 16GB iPod Nano with 3.3 percent, the 32GB iPod Touch at 2.9 percent, the 16GB

Touch at 2.8 percent, the 4GB Sansa Fuze at 2.7 percent, the 2GB Sansa Clip at 2.6 percent, and the 8GB Microsoft Zune at 2.5 percent. □

## PC Shipments To Hit 299 Million In 2009

**BY DOUG OLENICK**

STAMFORD, CONN. — Mobile PC shipments will drive up worldwide computer shipment numbers for 2009 almost 3 percent, said Gartner.

This is a major turnaround from what research firm Gartner was predicting just two months ago. In September the company expected a 2 percent decline in shipments, but a strong third quarter spurred the increase. Adding fuel to the 2009 rally is the fact that shipments in the fourth quarter of 2008 were very low, making the growth during the fourth quarter this year appear even stronger, said George Shiffler, Gartner's research director.

**The average market value for all PCs expected to ship this year will decline 10.7 percent to \$217 billion.**

Gartner is forecasting for this trend to continue into 2010 when worldwide computer shipments will again gain double-digit growth, with 336.6 million units leaving factories, a 12.6 percent jump over 2009.

Mobile PC shipments will hit 162 million units this year, a 15.4 percent increase. This will jump to 196.4 million units in 2010. Netbook shipments will be responsible for a major portion of this increase, with shipments rising to 29 million this year and to 41 million in 2010.

However, the shipment increases will not help retailers' bottom lines as average selling prices will continue to fall.

The average market value for all PCs expected to ship this year will decline 10.7 percent to \$217 billion, according to Gartner. However, this will turn around slightly next year, with Gartner expecting a 2.6 percent increase in overall market value.

Shiffler said consumers' desire for "good enough" PCs has forced down average selling prices. This downward trend will slow as the worldwide recession begins to fade, but Shiffler does not see an increase in average selling prices any time soon. □

## NPD: 6 Smartphones Make Q3 Top 10 List

**BY JOSEPH PALENCHAR**

PORT WASHINGTON, N.Y. — Smartphones accounted for six of the top 10 cellphones sold to consumers in the third quarter, thanks to carriers' price reductions and buy-one-get-one (BOGO) free offers, The NPD Group found in

surveying consumers.

Price reductions helped push the BlackBerry Curve, iPhone 3GS and iPhone 3G to the top of the third-quarter list in unit sales to consumers, excluding sales to corporations and enterprises, the company said.

"Carriers have been heavily promoting the latest advanced handsets, which has spurred recent growth in the smartphone market and an increase the number of smartphone brands available to consumers," said Ross Rubin, NPD's industry analysis director. "For example, while there was only one Android device available in the fourth quarter of last year, now there are eight available from three major carriers."

Smartphones did not increase their share of unit sales to consumers on a sequential basis in the third quarter, but their share was up from the year-ago quarter's 23 percent, NPD found. "There has been such a tremendous runup [in smartphone sales] in the past few years that the market may have taken a breather in advance of many new devices coming in the fourth quarter," Rubin added.

Smartphone price competition helped push down the average price of all cellphones sold to consumers by 3 percent to \$85 compared to the year-ago quarter, NPD also found. □

## PMA: Sept. Camera Sales Impacted Printing

**BY GREG TARR**

JACKSON, MICH. — The Photo Marketing Association recently pointed to NPD Group data to show a slowing of camera sales in September and a subsequent impact on the photo printing business.

Largely due to the sustained impact of the economic downturn, NPD said overall digital camera sales were down 9 percent in September 2009 compared with

the same month last year.

That followed a 17 percent decline in camera sales in August, according to the market research firm.

Year-to-date sales in September were down 13 percent after being up 4 percent in September 2008.

Meanwhile camera resolution levels continue to improve in digital cameras, even compared to last year.

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