

IDC Research Sample

Brief excerpt from an IDC Market Analysis document

IDC Opinion

The ... market declined #.#% in #####. Especially, in the fourth quarter the market dropped dramatically. Clearly, the global economic downturn hit the ... market strongly. The main challenge for #####, and possibly beyond, is the continued global economic weakness, which will depress the ... outlook for #####. IDC expects a market rebound in #####-#####. The majority of ... growth lies in the ... market, leading to solid demand for Key market trends include the following:

- ... continue their race to become a commodity market. Aggressive volume manufacturers will continue to drive down the price. This situation will likely lead to further consolidation in the mainstream ... market.
- The ... adoption will be delayed because of lower consumer confidence and ... market uncertainties.
- Sub-\$\$\$... will lead the way for the ... format's adoption.
- Despite the ramp-up of next-generation ..., ... will continue to be the leading volume product until #####.

Table X: Worldwide ... Shipments, 2005–2008 (M)

	2005	2006	2007	2008
...	##.#	##.#	##.#	##.#
...	###.#	###.#	###.#	###.#
...	–	##.#	##.#	##.#
Total	###.#	###.#	###.#	###.#
Growth (%)	NA	-##.#	##.#	-##.#
Source: IDC, 2009				

Figure X: ... Shipment Share by Vendor, 2005–2008

