# PC Industry Outlook 2027: Rising Memory Costs Put Pressure on Equipment Demand and Replacement Cycles

Published: 27 November 2026 | Author: David Daoud

**Compliance Standards | Corporate Earnings Intelligence**
Sector: PCs & Devices | Calendar Q3 2026 Reporting Cycle

## Executive summary

Corporate earnings reviewed by Compliance Standards during the third-quarter 2026 reporting cycle reveal a growing divergence between PC revenue and equipment volumes. Higher component costs and changes in product mix are influencing financial performance, even as unit demand comes under pressure at selected manufacturers.

HP Inc. reported a 14% increase in Personal Systems revenue despite a 29% decline in units. Acer recorded stronger revenue growth in its commercial product portfolio than across its overall PC business, while ASUS anticipates a substantial downturn in its PC business during the fourth quarter.

Rising memory costs are putting pressure on equipment pricing as investment in AI infrastructure creates alternative growth opportunities for manufacturers with server businesses.

Higher replacement costs also strengthen the financial incentive to retain existing equipment. An extended period of weaker PC unit demand would have longer-term consequences for the volume of equipment entering secondary markets, while deferred corporate replacement programs present a more immediate risk to disposition volumes.

COMPLIANCE STANDARDS · PULSE

Continue reading with Porter

This analysis is available to CS Clients and Pulse subscribers.

Already a subscriber? Log in

## Subscribe to Compliance Standards' Sector Pulse Research

Contact us at 754.229.0095 or inquiries@Compliance-Standards.com

**Our Offices:** Boston, MA | 2361 Walnut Court, Pembroke Pines, FL 33026