UAE Tablet PC Market Forecast and Opportunities, 2019

Description: Introduced commercially in 2010, Tablet PCs have emerged as a highly sought-after computing devices worldwide. In line with the global trend, consumers in the UAE are shifting towards tablet PCs for their everyday computing needs. In the residential sector, consumers are increasingly shifting from desktop PCs to technologically advanced tablet PCs. Superior on-the-go computing and viewing experience of Tablet PCs makes them a preferred choice over traditional computing devices like desktop PCs and laptops. Tablet PCs are also witnessing growing adoption among business users for their day-to-day activities. Moreover, the government of UAE is also planning to introduce Tablet PCs in the country's educational sector, which is expected to further drive the demand for tablet PCs.

According to “UAE Tablet PC Market Forecast & Opportunities, 2019”, the Tablet PC market in the UAE is forecast to cross US$1.2 billion by 2019. Corporate sector is emerging as the key end-user for tablet PCs on account of the benefits offered by Tablet PCs that include higher mobility coupled with comparable computing performance and cost. The market is segmented on the basis of display size and operating system of the devices. In 2013, Tablet PCs with display sizes ranging from 7 to 9 inches occupied the largest market share. Android based Tablet PCs have been dominating the market in the country, and the trend is expected to continue in the coming years. In addition to Samsung and Apple, other major Tablet PC players operating in the UAE include Intex, Asus and Xtouch.

Key Topics Covered
- UAE Tablet PC Market Size, Share & Forecast
- Segmental Analysis (By Display Sizes: 7-9 inches, 9-11 inches, 11+ inches & Operating System)
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?
- Gain an in-depth understanding of Tablet PC market in the UAE
- Identify the on-going trends, and anticipated growth over the next five years
- Help industry consultants, Tablet PC manufacturers and distributors align their market-centric strategies
- Obtain research based business decisions and add weight to presentations and marketing material
- Gain competitive knowledge of leading market players
- Avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with Tablet PC manufacturers, distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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