Tablet Market: Global Industry Analysis and Opportunity Assessment, 2016-2026

Description: The global tablet market is projected to register a CAGR of 20.6% in terms of value and 9.1% in terms of volume during the forecast period 2016-2026. A growing adoption of e-commerce as a mainstream distribution channel and the rise of Android based tablets is likely to inflate the global tablet market value in the next 10 years. In terms of value, the global tablet market is anticipated to have a healthy incremental opportunity during the forecast period.

Increasing consumer purchasing power and overall economic development expected to boost market growth

An increase in the disposable income and subsequently a rise in consumer purchasing power has led to the adoption of tablets among a wider class of society and this is likely to fuel the growth of the global tablet market over the forecast period.

Emerging markets such as India, China, and Brazil are also showing increasing adoption of tablets and this is another key driver for growth of the global tablet market. Further, there has been a strategic shift in consumer usage patterns - today tablets are used not only for entertainment but also for official purposes and in e-commerce transactions. This has positively impacted the revenue growth of the global tablet market in the last few years and this trend is likely to continue in the coming years. Another factor boosting market growth is the availability of low-cost tablets with advanced operating systems.

Market segmentation

The global tablet market is segmented on the basis of Product Type (Detachable, Slate); Operating System (Android, iOS, Windows); Screen Size (Below 8 inch, 8 inch and above); End Use (Consumer, Commercial); and Region (North America, Latin America, Western Europe, Eastern Europe, APEJ, MEA, and Japan).

Detachable product type expected to register a comparatively high CAGR over the forecast period

The Detachable product type segment is estimated to be valued at US$ 78.57 Bn by the end of 2016 and is expected to register a CAGR of 22.5% over the forecast period to reach US$ 596.61 Bn by 2026. The Slate product type segment is likely to have slight growth during 2018-2021 and is expected to lose major market share beyond 2021 owing to the growing adoption of detachable tablets.

Android operating system to account for a high volume share by the end of 2026

The Android operating system segment is estimated to register a volume CAGR of 10.2% over the forecast period. The Android segment is expected to account for 44.2% value share while the iOS operating system segment is estimated to hold 44.9% value share of the global tablet market by 2026.

Below 8 inch screen size segment to register a high CAGR during the forecast period

The Below 8 inch screen size segment is anticipated to witness high growth between 2016 and 2026. This segment is slated to exhibit a CAGR of 20.9% in terms of value during the forecast period.

Commercial end use segment expected to register a higher CAGR than the Consumer segment

The Commercial end use segment is anticipated to reach a market valuation of US$ 56.69 Bn by the end of 2016. This segment is anticipated to exhibit a CAGR of 20.8% over the forecast period. The Consumer end use segment is anticipated to account for 66% value share in 2016.

Asia Pacific Excluding Japan (APEJ) market to retain market dominance in terms of volume

In terms of value, the APEJ market is estimated to account for 28.7% share of the global tablet market in 2026. This regional market is expected to witness high Y-o-Y growth rates ranging from 17.4% in 2016 to
21.1% in 2026 and is projected to exhibit a higher market attractiveness index than other regional markets in the global tablet market.

The market in North America is anticipated to be valued at US$ 31.51 Bn by the end of 2016 and is expected to increase to US$ 194.56 Bn by the end of 2026, registering a CAGR of 20% over the forecast period.

Tablet market Share

Leading market players are adopting strategies such as competitive pricing and mergers and acquisitions to increase market share.

The top companies operating in the global tablet market are Apple Inc., Samsung, Lenovo Group Ltd., Huawei Technologies Co. Ltd., Acer Inc., Micromax, Xiaomi, and ASUStek. Leading market players are consolidating their market position by implementing strategies such as innovative product development, customer centricity, continuous technological development, expansion of product distribution channels, and penetration pricing to maximise sales and increase profitability.

Contents:

1. Executive Summary
2. Market Introduction
   2.1. Market Definition
   2.2. Market Taxonomy
3. Tablet Market Analysis Scenario
   3.1. Pricing Analysis
   3.2. Market Size (US$ Mn) and Forecast
      3.2.1. Market Size and Y-o-Y Growth
      3.2.2. Absolute $ Opportunity
   3.3. Market Overview
      3.3.1. Value Chain
4. Market Dynamics
   4.1. Drivers
   4.2. Restraints
   4.3. Forecast Factors - Relevance and Impact
5. Global Tablet Market Analysis and Forecast, By Product Type
   5.1. Introduction
      5.1.1. Basis Point Share (BPS) Analysis By Product Type
      5.1.2. Y-o-Y Growth Projections By Product Type
   5.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Product Type
      5.2.1. Detachable Tablet
      5.2.2. Slate Tablet
      5.3. Market Attractiveness Analysis By Product Type
6. Global Tablet Market Analysis and Forecast, By Operating System
   6.1. Introduction
      6.1.1. Basis Point Share (BPS) Analysis By Operating System
      6.1.2. Y-o-Y Growth Projections By Operating System
   6.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Operating System
      6.2.1. Android
      6.2.2. iOS
      6.2.3. Windows
   6.3. Market Attractiveness Analysis By Operating System
7. Global Tablet Market Analysis and Forecast, By Screen Size
   7.1. Introduction
      7.1.1. Basis Point Share (BPS) Analysis By Screen Size
      7.1.2. Y-o-Y Growth Projections By Screen Size
   7.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Screen Size
      7.2.1. Less than 8 inch
      7.2.2. 8 inch and above
7.3. Market Attractiveness Analysis By Screen Size

8. Global Tablet Market Analysis and Forecast, By End-Use
8.1. Introduction
8.1.1. Basis Point Share (BPS) Analysis By End-Use
8.1.2. Y-o-Y Growth Projections By End-Use
8.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By End-Use
8.2.1. Consumer
8.2.2. Commercial
8.3. Market Attractiveness Analysis By End-Use

9. Global Tablet Market Analysis and Forecast, By Region
9.1. Introduction
9.1.1. Basis Point Share (BPS) Analysis By Region
9.1.2. Y-o-Y Growth Projections By Region
9.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Region
9.2.1. North America
9.2.2. Latin America
9.2.3. Western Europe
9.2.4. Eastern Europe
9.2.5. Asia Pacific Excl. Japan (APEJ)
9.2.6. Japan
9.2.7. Middle East and Africa (MEA)
9.3. Market Attractiveness Analysis By Region

10. North America Tablet Market Analysis and Forecast
10.1. Introduction
10.1.1. Basis Point Share (BPS) Analysis By Country
10.1.2. Y-o-Y Growth Projections By Country
10.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Country
10.2.1. U.S.
10.2.2. Canada
10.3. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Product Type
10.3.1. Detachable Tablet
10.3.2. Slate Tablet
10.4. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Operating System
10.4.1. Android
10.4.2. iOS
10.4.3. Windows
10.5. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Screen size
10.5.1. Less than 8 inch
10.5.2. 8 inch and above
10.6. Market Size (US$ Mn) and Volume (Mn Units) Forecast By End-Use
10.6.1. Consumer
10.6.2. Commercial
10.7. Market Attractiveness Analysis
10.7.1. By Country
10.7.2. By Product Type
10.7.3. By Operating System
10.7.4. By Screen Size
10.7.5. By End-Use
10.8. Prominent Trends

11. Latin America Tablet Market Analysis and Forecast
11.1. Introduction
11.1.1. Basis Point Share (BPS) Analysis By Country
11.1.2. Y-o-Y Growth Projections By Country
11.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Country
11.2.1. Argentina
11.2.2. Mexico
11.2.3. Brazil
11.2.4. Rest of Latin America
11.3. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Product Type
11.3.1. Detachable Tablet
11.3.2. Slate Tablet
11.4. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Operating System
11.4.1. Android
11.4.2. iOS
11.4.3. Windows
11.5. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Screen size
11.5.1. Less than 8 inch
11.5.2. 8 inch and above
11.6. Market Size (US$ Mn) and Volume (Mn Units) Forecast By End-Use
11.6.1. Consumer
11.6.2. Commercial
11.7. Market Attractiveness Analysis
11.7.1. By Country
11.7.2. By Product Type
11.7.3. By Operating System
11.7.4. By Screen Size
11.7.5. By End-Use
11.8. Prominent Trends

12. Western Europe Tablet Market Analysis and Forecast
12.1. Introduction
12.1.1. Basis Point Share (BPS) Analysis By Country
12.1.2. Y-o-Y Growth Projections By Country
12.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Country
12.2.1. EU5
12.2.2. Nordic
12.2.3. Benelux
12.2.4. Rest of Western Europe
12.3. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Product Type
12.3.1. Detachable Tablet
12.3.2. Slate Tablet
12.4. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Operating System
12.4.1. Android
12.4.2. iOS
12.4.3. Windows
12.5. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Screen size
12.5.1. Less than 8 inch
12.5.2. 8 inch and above
12.6. Market Size (US$ Mn) and Volume (Mn Units) Forecast By End-Use
12.6.1. Consumer
12.6.2. Commercial
12.7. Market Attractiveness Analysis
12.7.1. By Country
12.7.2. By Product Type
12.7.3. By Operating System
12.7.4. By Screen Size
12.7.5. By End-Use
12.8. Prominent Trends

13. Eastern Europe Tablet Market Analysis and Forecast
13.1. Introduction
13.1.1. Basis Point Share (BPS) Analysis By Country
13.1.2. Y-o-Y Growth Projections By Country
13.2. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Country
13.2.1. Poland
13.2.2. Russia
13.2.3. Rest of Eastern Europe
13.3. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Product Type
13.3.1. Detachable Tablet
13.3.2. Slate Tablet
13.4. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Operating System
13.4.1. Android
13.4.2. iOS
13.4.3. Windows
13.5. Market Size (US$ Mn) and Volume (Mn Units) Forecast By Screen size
13.5.1. Less than 8 inch
13.5.2. 8 inch and above
13.6. Market Size (US$ Mn) and Volume (Mn Units) Forecast By End-Use
13.6.1. Consumer
13.6.2. Commercial
13.7. Market Attractiveness Analysis
13.7.1. By Country
13.7.2. By Product Type
13.7.3. By Operating System
13.7.4. By Screen Size
13.7.5. By End-Use
13.8. Prominent Trends

Ordering:


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Tablet Market: Global Industry Analysis and Opportunity Assessment, 2016-2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3978233/">http://www.researchandmarkets.com/reports/3978233/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCWPEZ5Z</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) Single User</td>
<td>USD 5000</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) Site License</td>
<td>USD 7500</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) Enterprisewide</td>
<td>USD 10000</td>
<td></td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>__________________________</td>
<td>Last Name:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World