

**Global Tablet Sales
Forecast, 2013-
2018**

Market Study
2Q 2014





Global Tablet Sales Forecast, 2013-2018

Market Study

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Abstract

Tablets have become a significant computing device for many consumers. In addition to personal use, tablets are being used in many sectors including education, health care, financial services and transportation. The rise of tablet sales has affected sales of laptops, desktop computers, e-readers and even handheld gaming consoles.

Adoption trends vary by geographic region, but ultimately, the popularity of tablets hinges upon their versatility, connectivity and comparably low price. *iGR* expects these and other factors to fuel the continued rapid expansion of tablet sales during the forecast period.

This report previews the expected worldwide sales of tablets for 2013 to 2018. Sales are forecasted by mobile operating systems, form factors (7-inch vs. 10-inch) and connectivity options (embedded WWAN vs. WiFi-only). The sales numbers are forecasted globally, as well as for each of the following six regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan. This market study also overviews some of the major tablet OEMs, as well as the trends driving this growing market.

Key questions addressed:

- Which OEMs currently provide tablets to this market?
- What are the current drivers of sales in the tablet market worldwide?
- What are the anticipated global tablet sales for 2013 to 2018?
- What are the anticipated tablet sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan?
- What are the anticipated sales for each mobile operating system both globally and for each region of the world?
- What are the anticipated sales for each tablet form factor (7-inch and 10-inch) both globally and for each region of the world?
- What are the anticipated sales for tablets, according to the presence of an embedded WWAN or a WiFi-Only connection, both globally and for each region of the world?

Who should read this report?

- Mobile operators
- Mobile device OEMs

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