



Contact iGR

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New iGR study forecasts maturing global tablet market

Tablets will continue to be adopted for both business and personal use

AUSTIN, Texas, March 2nd, 2016 – Tablets have become a significant computing device for many consumers. The popularity of tablets hinges upon their versatility, connectivity and comparably low price. In addition to personal use, tablets are being used in many sectors including education, health care, financial services and transportation.

The tablet market has matured and during 2015 tablet sales actually declined globally. These declining sales are primarily due to the fact that consumers replace and upgrade their tablets less frequently than their smartphones and that there were fewer first-time purchasers of tablets. iGR, however, expects expansion of tablet sales during the forecast period, but at a much slower pace than in the early years of this market.

“Many factors will drive the continued sales of tablets globally,” said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. “First and foremost is consumers’ attraction to the versatility and connectivity of tablets for their personal use, increasingly as a device for watching streaming video. Secondly is the expanding use of tablets for business applications.”

iGR’s new market research report, [Global Tablet Sales Forecast, 2015-2020: A mature market with slow growth](#), previews the expected worldwide sales of tablets for 2015 to 2020. 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.

The following key questions are addressed in the new research study:

- 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 2015 to 2020, both globally and 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?

The information in this market study will be valuable for:

- Mobile operators
- Mobile device OEMs
- Mobile content providers and distributors
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at www.igr-inc.com. Alternatively, contact Iain Gillott at iain@igr-inc.com for additional details.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its sixteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.