Global Tablet Sales Forecast, 2016-2021: *Slow growth from enterprises and consumers*

Market Study
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Abstract

Tablets are a significant computing device for many consumers, as well as for an increasing number of enterprise users. The popularity of tablets hinges upon their versatility, connectivity and comparably low price. In addition to personal use, tablets are being used in many business sectors including education, health care, financial services, transportation and retail.

The tablet market has matured and during 2016 tablet sales actually declined globally for the second year in a row. These declining sales are primarily due to the fact that consumers seem to be replacing and upgrading their tablets much less frequently than their smartphones and there were fewer first-time purchasers of tablets. *iG*R, however, expects expansion of tablet sales during the forecast period, but at a slower pace than in the early years of this market.

This report previews the expected worldwide sales of tablets for 2016 to 2021. Sales are forecasted by mobile operating systems, form factors (7-inch vs. 10-inch) and connectivity options (embedded WWAN vs. Wi-Fi-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 market.

Key questions addressed:

- Which major OEMs currently provide tablets to this market?
- What are the current drivers of sales in the tablet market worldwide?
- What are the anticipated tablet sales for 2016 to 2021, 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 Wi-Fi-Only connection, both globally and for each region of the world?

Who should read this report?

- Mobile operators

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

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