

# **U.S. Tablet Sales Forecast: 2011-2016**

Market Study  
First Quarter, 2012





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## **Market Study**

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## Abstract

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When it comes to buying a tablet computer, consumers are interested in two things: price and content. Moreover, the vast majority of those interested in a tablet only want one – the Apple iPad. Since the launch of the Amazon Kindle Fire in late 2011, however, U.S. consumers began to demonstrate what it would take for a competing tablet to succeed. Namely, a low price (relative to the iPad) and a substantial, if nascent in some respects, content portfolio.

In 2010, Apple created the tablet market with the iPad. According to our market model, Apple sold approximately 9.816 million units in 2010. In 2011, Apple sold about 19.63 million iPads in the U.S. The total market in 2011 was about 28.1 million units. Android-based tablet sales in 2011 totaled about 7.7 million – a substantial number, certainly – but 47 percent of those sales happened in 4Q11 and 61 percent of those 4Q11 sales were generated by Amazon. Put another way, Amazon sold more Android-based tablets in the last two months of the year than any other Android tablet OEM did in all of 2011.

Throughout the forecast period, we expect Apple to continue dominating tablet sales. We do expect that competing platforms – Android and Windows – will sell in significant volumes through 2016. In 2016, for example, *iGR* forecasts tablet sales in the U.S. to reach approximately 45.3 million. On an OS basis, we are forecasting that Apple will sell approximately 27.3 million tablets in 2016; Android-based tablet sales will reach about 13.9 million.

Key questions addressed:

- What tablet OEMs have performed the best to date?
- What tablet features (including hardware, content, etc.) are most appealing to end users?
- What price points resonate most strongly with end users?
- What tablet operating systems are likely to perform best over the forecast period?

Who should read this report?

- Mobile network operators
- Tablet and smartphone OEMs
- Application developers
- Financial and investment analysts.