

Tablets in the U.S.: A Tale of Two Markets

A Market Brief
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Abstract

For Apple, it has been the best of times. For its competitors, well, the good news is that it has been worse. In the U.S. and, really, the world, there are two tablet markets. Apple sells millions of tablets in a debut weekend; its competitors sell, collectively, millions of tablets in three months.

iGR's ongoing U.S. consumer research suggests that there are three types of prospective tablet customers: those who want an iPad, those who do not and those who are not sure. There is very little an Android OEM can do, for example, to win over someone interested in an iPad. The path to unit sales growth for that OEM – be it Android, QNX or Windows – is to win over the undecided crowd or win over someone interested in a competitor's product.

Key questions addressed:

- How has U.S. tablet usage changed since early 2011?
- What is the mix of tablet OEM brands in the U.S.?
- What type of wireless capabilities do U.S. consumers prefer in their tablets?
- What price are U.S. consumers willing to pay for tablets?
- What are the key factors driving U.S. tablet purchases?
- What key factors would drive increased U.S. tablet interest/purchases?
- What tablet OEMs would U.S. consumers consider buying from?
- What is the U.S. consumer's likelihood of buying a tablet in May 2012?
- What tablet brand and/or OS are U.S. consumers considering?

Who should read this report?

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