

Global Tablet Forecast, 2012- 2017

Market Study
2Q 2013





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Published 2Q 2013

Version 1.0

Report Number: 02Q2013-08

iGR Inc.

12400 W. Hwy 71

Suite 350 PMB 341

Austin TX 78738

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Abstract

Tablets are becoming a key computing device for many consumers. There is some evidence that tablet sales are cannibalizing laptop and/or desktop computer sales, as well as e-readers and even handheld gaming consoles. They are being used in many sectors – from education to health care, financial services and transportation.

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

This report previews the expected worldwide sales of tablets for 2012-2017. 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 2012 to 2017?
- What are the anticipated tablet sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan for 2012 to 2017?
- What are the anticipated sales for each mobile operating system both globally and for each region of the world in 2012-2017?
- What are the anticipated sales for each tablet form factor both globally and for each region of the world in 2012-2017?
- 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 in 2012-2017?

Who should read this report?

- Mobile operators
- Mobile device OEMs

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