

Report on the Chinese tablet PC market 2014-2018

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Abstracts

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The tablet PC refers to a personal computer with a smaller form factor than a laptop for portability and ease of use. Such devices commonly use touch screens as the prime method of interaction, and support the use of fingers and specialized styluses. Most tablets on the market also support the use of external additions such a mouse and keyboard for a more traditional laptop-like experience.

During the early years of the tablet PC market, the Chinese market was mostly dominated by international brands. The Apple iPad and the Samsung Galaxy Tab series of tablets were particularly dominant, but also faced competition from other portable devices such as MP4s, smartphones and laptops. In recent years however, tablets have largely settled into a state of coexistence with laptops and smartphones while the MP4 market is largely considered to be dead. The rise of office tablets such as the Windows Surface Pro series of tablets with Windows functionality as well the use of Microsoft Office products however, have put tablets, desktops and laptops into a direct collision course of competition. Office tablets have proved popular in 1st tier cities in China, while the market for non-office use tablets have seen the entry of domestic brands such as Huawei, Xiaomi and ASUS.

The Chinese market for tablet PCs reached a total of XX billion CNY in sales in 2018 at a growth rate of XX% over the previous year, and is expected to reach a total of XX billion CNY in sales by 2023.

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