

U.S. Tablet Market Size, Share & Trends Analysis Report By Operating System Type (Android, iOS), Competitive Landscape, And Segment Forecasts, 2018 - 2025

<https://marketpublishers.com/r/U2DA907F402EN.html>

Date: July 2018

Pages: 41

Price: US\$ 3,950.00 (Single User License)

ID: U2DA907F402EN

Abstracts

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The U.S. tablet market size is expected to reach USD 15.6 billion by 2025, according to a study conducted by Grand View Research, Inc. Consumer electronics manufacturers are introducing advanced devices in the market to cater to the evolving technological awareness of consumers. Introduction of hybrid tablet PCs is the biggest factor fostering market growth over during the forecast period. Hybrid tablet PCs include detachable, convertibles, and slate tablet PCs. These hybrid devices are portable, easy to use, and high performance.

Hybrid PCs are gaining momentum in the tablet market due to various form factors. The convertible and detachable tablet PCs are easy to use as the keyboard is easy to detach and attach. Moreover, despite the presence of high-end tablets; conventional operating system tablets are projected to attract consumers in the forthcoming years. Consumer preference for efficient cost, ease of use, and battery life is anticipated to positively influence the market expansion.

Hybrid tablet PCs are increasingly being used in business, medicine, commercial, and defense areas. Moreover, although the sale of tablet PCs is projected to decline over the next years, traditional tablet PCs are projected to witness growth in sales in near future. Introduction of phablets in the consumer electronics market is projected to hamper growth of the tablet market. Moreover, other factors such as high cost, data security, and technical challenges such as absence of USB ports and traditional

keyboards may hinder market growth over the forecast period.

The tablet market is projected to experience a decline due to the strong presence of large smartphones or phablets. Furthermore, tablets are used only for entertainment, gaming, and online video streaming activities. The sale of tablets is expected to experience a decline in U.S. due to the presence of large smartphone manufacturers and increasing smartphones users. Prominent tablet vendors are Apple Inc.; Samsung Electronics Co., Ltd.; ASUSTek Computer Inc.; and Amazon.com, Inc.

Further key findings from the study suggest:

The iOS OS type was valued highest at USD 13.9 billion in 2016 and is anticipated to be the dominant segment over the forecast period

Android OS type is expected to reach a value of USD 4.1 billion growing at a CAGR of 1.4% over the forecast period

Others OS types are Windows, Ubuntu, and BlackBerry among others. This segment is expected to reach USD 0.5 billion growing at a highest CAGR of 8.9% over the forecast period

Prominent players in the U.S. tablet market include Apple Inc.; Samsung Electronics Co., Ltd.; ASUSTek Computer Inc.; and Amazon.com, Inc.

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