

Tablet Market by Product (Detachable, Slate), Operating System (Android, iOS, Windows), Screen Size (8", 8" and Above), End User (Consumer, Commercial), Distribution Channel (Online, Offline), and Region 2023-2028

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Abstracts

The global tablet market size reached US\$ 68.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 133.9 Billion by 2028, exhibiting a growth rate (CAGR) of 11.7% during 2023-2028. The growing sales of electronics and increasing focus on launching innovative user interfaces represent some of the key factors driving the market.

A tablet is a wireless, mobile computing device with a touchscreen interface that enables users to view presentations, attend video conferencing, read e-books, play games, watch movies, and share photos. It allows user input through various methods, such as typing through a screen-based software keyboard and natural handwriting with a stylus or digital pen. It comprises different variants like converted and hybrid, which are smaller compared to a network computer. It has shock-protected hard drives and a removable display that functions independently as a slate and can withstand rough handling and extreme conditions.

It is equipped with accelerometers that allow users to view display screens in portrait or landscape mode. It offers technological advances in battery life, display resolution, handwriting recognition software, and memory and wireless internet access. As a result, tablet finds applications in education, healthcare, entertainment, information and technology (IT), food and beverage (F&B), automotive, and logistics industries worldwide.

Tablet Market Trends:

At present, there is a rise in the employment of tablets as a global positioning system (GPS) navigation device due to their quick navigation via touch screen or stylus as compared to a mouse or keyboard. This, along with rapid digitalization and inflating income levels of individuals, is positively influencing the sales of tablets. Besides this, various benefits offered by tablets, such as miniaturization, longer battery life, and gesture recognition, are strengthening the growth of the market. In addition, the growing demand for retina displays that offer a high resolution and pixel density to enhance the image and color quality is positively influencing the market. Moreover, there is an increase in the demand for tablets among the masses to enjoy enhanced graphics for gaming and video streaming, use apps or software for bill payments, and sync other electronic devices for monitoring. This, coupled with the burgeoning electronics industry, is propelling the growth of the market. Apart from this, the wide availability of tablets through online and offline distribution channels is offering a positive market outlook. Additionally, key players are investing in research and development (R&D) activities to introduce innovative operating systems (OS) and application support for offering improved features, such as multi-user mode, lock screen shortcuts, app permissions, and doze mode.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global tablet market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on product, operating system, screen size, end user, and distribution channel.

Product Insights:

Detachable
Slate

The report has provided a detailed breakup and analysis of the tablet market based on the product type. This includes detachable and slate. According to the report, detachable tablets represented the largest segment.

Operating System Insights:

Android
iOS
Windows

A detailed breakup and analysis of the tablet market based on the operating system has also been provided in the report. This includes android, iOS, and windows. According to the report, the android accounted for the largest market share.

Screen Size Insights:

8"

8" and Above

The report has provided a detailed breakup and analysis of the tablet market based on the screen size. This includes 8" and 8" and above. According to the report, 8" and above holds the biggest market share.

End User Insights:

Consumer

Commercial

A detailed breakup and analysis of the tablet market based on the end user has also been provided in the report. This includes the consumer and commercial sectors. According to the report, the consumer sector accounted for the largest market share.

Distribution Channel Insights:

Online

Offline

A detailed breakup and analysis of the tablet market based on the distribution channel has also been provided in the report. This includes the online and offline channel. According to the report, the offline channel accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, Asia Pacific enjoys the leading position in the tablet market. Some of the factors driving the Asia Pacific tablet market are the increasing adoption of the remote working model, rising investments in the development of tablets with enhanced features and the growing reliance on e-learning.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global tablet market. Detailed profiles of all major companies have also been provided. Some of the companies include Acer Inc., Apple Inc., ASUSTek Computer Inc., Dell Technologies Inc., Hewlett-Packard Company, Huawei Technologies Co. Ltd. (Huawei Investment & Holding Co., Ltd.), Lenovo Group Limited, Microsoft Corporation, Nokia Corporation, Panasonic Holdings Corporation, Samsung Electronics Co. Ltd., and Xiaomi Corporation. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global tablet market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global tablet market?

What are the key regional markets?

Which countries represent the most attractive tablet markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the operating system?

What is the breakup of the market based on the screen size?

What is the breakup of the market based on the end user?

What is the breakup of the market based on the distribution channel?

What is the competitive structure of the global tablet market?

Who are the key players/companies in the global tablet market?

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