

Tablet Industry in India (2011-15)

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Date: June 2012

Pages: 55

Price: US\$ 500.00 (Single User License)

ID: T14CF045CEDEN

Abstracts

EXECUTIVE SUMMARY

The Tablet PC market in India is one of the fastest growing markets around the globe. With its introduction in July 2010 in India, the market has witnessed huge growth in terms of demand, shipments and emergence of various players- national & international, in the industry.

The mature Indian consumers' increasing preference for Tablets and the younger demographics' desire to use mobile Web technologies could see the Tablet PC'S markets revenues soar. Multi usage, great user experience, rising of 3G penetration, enhanced reach and changing lifestyles of consumers in India will boost the demand for Tablet PCs in India.

Trends in the Industry

Education Sector

Low end Tablets

Android OS

Application Base

Tablet shipments are expected to rise sharply from 3 million units in 2011 to 23.6 million units in 2017E. It is expected that the overall Tablet PC user base is likely to grow at a

CAGR of 107 per cent. Indian Tablet market is observing a transition from desktop PC to Tablet PC, as more and more people are seeking to adopt the mobility offered by Tablets.

With growing numbers of affordable Tablets, popularity of the device amongst budget-sensitive consumers is expected to increase manifold.

SCOPE OF THE REPORT

Indian Tablet Industry at a glance

Emerging trends in the industry like digitization of education sector, popularity of Low end Tablets, androids Tablets etc

Demand Supply scenario encompassing industry growth rates and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

REASONS TO BUY

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which help to anticipate the industry performance

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