

# Global Tablet Sales

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## Abstracts

Global Tablet Sales

### SUMMARY

Global Tablet Sales industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Global tablet sales market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The tablet market consists of the total revenues generated through the sale of tablet computers, such as the Apple iPad or HTC Nexus 9, to end users. The tablet market includes media tablets, but excludes e-readers. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2016 annual average exchange rates.

The global tablet sales market had total revenues of \$53.6bn in 2016, representing a compound annual growth rate (CAGR) of 0.7% between 2012 and 2016.

Market consumption volume increased with a CAGR of 11.7% between 2012

and 2016, to reach a total of 186.9 million units in 2016.

The demand for smartphones which drove immense growth rates in previous years has started to drop as the market has become saturated.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, and leading players in the tablet sales market in the global

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global tablet sales market

Leading company profiles reveal details of key tablet sales market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Global tablet sales market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Global tablet sales market by value in 2016?

What will be the size of the Global tablet sales market in 2021?

What factors are affecting the strength of competition in the Global tablet sales market?

How has the market performed over the last five years?

How large is the global's tablet sales market in relation to its regional counterparts?

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