

Tablet Sales in China - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Tablet Sales in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The tablet market consists of the total revenues generated through the sale of tablet computers, such as the Apple iPad or Samsung Galaxy, to end users. The tablet market includes media tablets, but excludes e-readers. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Chinese tablet sales market had total revenues of \$11.7bn in 2020, representing a compound annual growth rate (CAGR) of 1.5% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.6% between 2016 and 2020, to reach a total of 35 million units in 2020.

The market's poor performance is primarily due to declining demand, combined

with the emergence of cheaper tablets, which has led to reduced spending by consumers who have ultimately chosen to purchase more affordable models, if any at all.

SCOPE

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

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

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 China tablet sales market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the China tablet sales market by value in 2020?

What will be the size of the China tablet sales market in 2025?

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

How has the market performed over the last five years?

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

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