

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

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## Abstracts

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### SUMMARY

Tablet Sales in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 German tablet sales market had total revenues of \$1.4bn in 2020, representing a compound annual rate of change (CARC) of -3.2% between 2016 and 2020.

Market consumption volumes declined with a CARC of -4.8% between 2016 and 2020, to reach a total of 3.9 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, major segments, and leading players in the tablet sales market in Germany

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

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 Germany tablet sales market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Germany's tablet sales market?

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