

# Tablet Sales in Germany

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## Abstracts

Tablet Sales in Germany

### SUMMARY

Tablet Sales in Germany industry profile provides top%li%line qualitative and quantitative summary information including: market size (value and volume 2015%li%19, and forecast to 2024). 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%li%readers. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2019 annual average exchange rates.

The German tablet sales market had total revenues of \$2.2bn in 2019, representing a compound annual growth rate (CAGR) of 3.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.7% between 2015 and 2019, to reach a total of 6.3 million units in 2019.

Annual GDP growth in Germany increased to 2.2% in 2017, due to an increase in investments and exports. Furthermore, higher wages and a buoyant labor

market made consumers feel more secure and willing to spend.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, 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 by both value and volume

## **REASONS TO BUY**

What was the size of the Germany tablet sales market by value in 2019?

What will be the size of the Germany tablet sales market in 2024?

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

MEDION AG

Huawei Technologies Co Ltd

Acer Incorporated

Amazon.com, Inc.

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