

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

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## Abstracts

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### SUMMARY

Tablet Sales in Japan 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 Japanese tablet sales market had total revenues of \$2.4bn in 2020, representing a compound annual rate of change (CARC) of -2.3% between 2016 and 2020.

Market consumption volumes declined with a CARC of -2.4% between 2016 and 2020, to reach a total of 7.7 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 Japan

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

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 Japan tablet sales market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Geography segmentation
- 1.6. Market rivalry
- 1.7. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the strengths of leading players?
- 7.3. What strategies do leading players follow?
- 7.4. Have there been any notable product launches in recent years?

## **8 COMPANY PROFILES**

- 8.1. Apple Inc
- 8.2. Huawei Technologies Co Ltd
- 8.3. ASUSTeK Computer Inc.
- 8.4. Fujitsu Limited
- 8.5. Lenovo Group Limited
- 8.6. Sony Corporation

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Japan tablet sales market value: \$ million, 2016-20
- Table 2: Japan tablet sales market volume: thousand units, 2016-20
- Table 3: Japan tablet sales market geography segmentation: \$ million, 2020
- Table 4: Japan tablet sales market value forecast: \$ million, 2020-25
- Table 5: Japan tablet sales market volume forecast: thousand units, 2020-25
- Table 6: Apple Inc: key facts
- Table 7: Apple Inc: Annual Financial Ratios
- Table 8: Apple Inc: Key Employees
- Table 9: Apple Inc: Key Employees Continued
- Table 10: Huawei Technologies Co Ltd: key facts
- Table 11: Huawei Technologies Co Ltd: Key Employees
- Table 12: Huawei Technologies Co Ltd: Key Employees Continued
- Table 13: ASUSTeK Computer Inc.: key facts
- Table 14: ASUSTeK Computer Inc.: Annual Financial Ratios
- Table 15: ASUSTeK Computer Inc.: Key Employees
- Table 16: Fujitsu Limited: key facts
- Table 17: Fujitsu Limited: Annual Financial Ratios
- Table 18: Fujitsu Limited: Key Employees
- Table 19: Fujitsu Limited: Key Employees Continued
- Table 20: Lenovo Group Limited: key facts
- Table 21: Lenovo Group Limited: Annual Financial Ratios
- Table 22: Lenovo Group Limited: Key Employees
- Table 23: Lenovo Group Limited: Key Employees Continued
- Table 24: Sony Corporation: key facts
- Table 25: Sony Corporation: Annual Financial Ratios
- Table 26: Sony Corporation: Key Employees
- Table 27: Sony Corporation: Key Employees Continued
- Table 28: Sony Corporation: Key Employees Continued
- Table 29: Japan size of population (million), 2016-20
- Table 30: Japan gdp (constant 2005 prices, \$ billion), 2016-20
- Table 31: Japan gdp (current prices, \$ billion), 2016-20
- Table 32: Japan inflation, 2016-20
- Table 33: Japan consumer price index (absolute), 2016-20
- Table 34: Japan exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Japan tablet sales market value: \$ million, 2016-20

Figure 2: Japan tablet sales market volume: thousand units, 2016-20

Figure 3: Japan tablet sales market geography segmentation: % share, by value, 2020

Figure 4: Japan tablet sales market value forecast: \$ million, 2020-25

Figure 5: Japan tablet sales market volume forecast: thousand units, 2020-25

Figure 6: Forces driving competition in the tablet sales market in Japan, 2020

Figure 7: Drivers of buyer power in the tablet sales market in Japan, 2020

Figure 8: Drivers of supplier power in the tablet sales market in Japan, 2020

Figure 9: Factors influencing the likelihood of new entrants in the tablet sales market in Japan, 2020

Figure 10: Factors influencing the threat of substitutes in the tablet sales market in Japan, 2020

Figure 11: Drivers of degree of rivalry in the tablet sales market in Japan, 2020

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