

# Tablet Sales in Japan

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## Abstracts

Tablet Sales in Japan

### SUMMARY

Tablet Sales in Japan 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 Japanese tablet market had total revenues of \$2.3bn in 2019, representing a compound annual rate of change (CARC) of - 5.2% between 2015 and 2019.

Market consumption volumes declined with a CARC of - 4% between 2015 and 2019, to reach a total of 7.7 million units in 2019.

The Japanese tablet market contracted during the historic period, much like the rest of the world, due to declining demand and the emergence of cheaper tablets, which led to reduced spending by consumers who ultimately chose more affordable models.

## SCOPE

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Apple Inc

Huawei Technologies Co Ltd

ASUSTeK Computer Inc.

Fujitsu Limited

Lenovo Group Limited

Sony Corporation

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