

China Tablet PC Market Survey Report, 2010-2011

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Abstracts

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In 2010, Apple iPad set off an upsurge of tablet PC on a global scale and urged all the manufacturers that tried to compete with Apple to redesign their products, which postponed the release of the majority of competitive tablet PCs till 2011.

In 2010, iPad not only fueled the rapid growth of tablet PC market but exerted a revolutionary influence upon the entire media industry and propelled the 3C manufacturers in the consumer electronics, computer and communication industry as well as the traditional media magnates into the tablet PC industry.

According to ResearchInChina, the market size of tablet PC in China approximated 1.73 million in 2010, and is predicted to reach 34 million in 2014.

Apple, Gome, and Eben ranked top three by sales volume, while Apple, Eking, and Eben ranked top three by sales value. Apple iPad occupied 70.2% market share. iPad, Viliv X70 and Eben were the best-selling models in Chinese tablet PC market.

In March 2010, ResearchInChina and 1diaocha.com conducted an online consumer survey, involving evenly distributed 7,000 respondents mainly aged 20-50, and covering 30 provincial capitals and municipalities directly under the central government, including Shanghai, Beijing, Guangzhou, Shenzhen, and Chengdu.

From the perspective of brand preference, the most popular brands among the potential consumers were listed as Apple, HP, Samsung, Acer, Aigo, etc.

According to the statistics of ResearchInChina Smart Terminal Database, among the 220 tablet PCs under 83 brands available as of February 2011, 59.5% adopt Android and 30.5% use Windows.

Currently, 59.5% of Android tablet PCs still adopt the CPUs lower than 720MHz, while 30.5% use the CPUs higher than 1GHz.

57.1% of Windows tablet PCs adopt the CPUs higher than 1.6GHz, yet 7.9% continue to use the CPUs lower than 1GHz.

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