

# **Global Tablet Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028**

## **Segmented by Operating System (IOS, Android, Windows), By Technology (Traditional Tablets, 2-in-1 Convertible Tablets, Rugged Tablets, E-Readers), By End User (BFSI, Education, Healthcare, Business and Enterprise, Others), By Region, Competition**

<https://marketpublishers.com/r/GFA3E2B5717AEN.html>

Date: October 2023

Pages: 190

Price: US\$ 4,500.00 (Single User License)

ID: GFA3E2B5717AEN

### **Abstracts**

The Global Tablet market has seen substantial growth within the business sector, boasting an impressive Compound Annual Growth Rate (CAGR) of 12.7%. In 2022, this market reached a valuation of USD 84.12 billion, playing a pivotal role in reshaping business operations, enhancing adaptability, and streamlining processes. Enterprises worldwide increasingly recognize the importance of Tablets in optimizing energy consumption, setting the stage for further expansion and innovation.

Tablets serve as catalysts for achieving operational excellence and propelling global-scale digital transformation within the corporate landscape. Their services empower businesses to elevate energy efficiency, trim costs, and contribute to a sustainable future. Through the integration of IoT-enabled platforms, Tablets have revolutionized conventional devices, enabling real-time connectivity among devices and assets. This transformation empowers the Business and Enterprise sector to make informed decisions, optimize resource allocation, and enhance customer experiences.

Nevertheless, the market is not without its challenges. A notable hurdle is the intricacy of integrating diverse systems and technologies across varying industries and regions. Achieving harmonization of various demand response strategies and protocols necessitates meticulous coordination and collaboration among stakeholders.

Additionally, ensuring data security and privacy within the context of IoT integration remains a critical concern, demanding focused attention to cultivate trust and confidence among businesses and consumers alike.

Despite these challenges, the Global Tablet market is poised for sustained growth and innovation. Enterprises increasingly recognize the value of advanced position sensing technologies and the advantages of implementing demand response strategies. These strategies not only optimize energy consumption but also align with sustainability objectives and regulatory compliance.

In conclusion, the Global Tablet market is a driving force behind operational excellence and global-scale digital transformation within the corporate landscape. As businesses embrace advanced technologies, incorporate IoT platforms, and overcome challenges, the market is poised to witness continued growth. This growth will serve as a catalyst for achieving energy efficiency, cost reduction, and a sustainable energy future within the business landscape.

## Key Market Drivers

### Increasing Demand for Portable Computing Devices

The global tablet market is being driven by the increasing demand for portable computing devices. Tablets offer a convenient and lightweight alternative to traditional laptops and desktop computers, making them highly popular among consumers. With advancements in technology, tablets now offer powerful processors, ample storage, and high-resolution displays, making them suitable for a wide range of tasks, including web browsing, multimedia consumption, and productivity applications. The growing trend of remote work and online learning has further fueled the demand for tablets, as they provide flexibility and mobility for users to work or study from anywhere. As a result, the global tablet market is expected to witness significant growth in the coming years.

### Rising Adoption of Tablets in Education Sector

The education sector has emerged as a key driver for the global tablet market. Tablets offer interactive and engaging learning experiences, making them an ideal tool for students of all ages. Educational institutions are increasingly adopting tablets to enhance classroom learning, facilitate remote education, and provide personalized learning experiences. Tablets enable students to access educational content, collaborate with peers, and engage in interactive learning activities. Moreover, tablets

can be loaded with educational apps and digital textbooks, reducing the need for physical textbooks and saving costs for both students and educational institutions. The growing emphasis on digital learning and the integration of technology in education are expected to drive the demand for tablets in the global market.

### Technological Advancements and Innovation

Technological advancements and innovation play a crucial role in driving the global tablet market. Manufacturers are constantly introducing new features and improvements to enhance the performance and functionality of tablets. For instance, the introduction of 5G connectivity has enabled faster internet speeds and improved connectivity, making tablets more versatile and capable of handling data-intensive tasks. Additionally, advancements in display technology, such as OLED and AMOLED screens, have resulted in enhanced visual experiences with vibrant colors and sharp resolutions. Furthermore, the integration of artificial intelligence (AI) and machine learning (ML) capabilities in tablets has opened up new possibilities for voice recognition, natural language processing, and intelligent personal assistants. These technological advancements and innovations are expected to attract consumers and drive the growth of the global tablet market.

In conclusion, the global tablet market is being driven by the increasing demand for portable computing devices, the rising adoption of tablets in the education sector, and technological advancements and innovation. As consumers seek more convenient and versatile computing solutions, tablets are expected to continue gaining popularity and witnessing significant growth in the coming years.

### Key Market Challenges

#### Saturation and Declining Demand

The global tablet market has experienced significant growth over the past decade, but it is now facing a major challenge in the form of market saturation and declining demand. As the market becomes increasingly saturated, the number of new customers willing to purchase tablets is dwindling. This is primarily due to the longer replacement cycles of tablets compared to smartphones, as tablets are generally considered to have a longer lifespan.

One of the main reasons for declining demand is the rise of large-screen smartphones, commonly referred to as 'phablets.' These devices offer similar functionalities to tablets,

such as web browsing, media consumption, and gaming, but in a more compact form factor. As a result, consumers are opting for phablets instead of tablets, leading to a decline in tablet sales.

Another factor contributing to declining demand is the lack of significant technological advancements in tablets. Unlike smartphones, which have seen rapid advancements in areas such as camera technology, processing power, and display quality, tablets have not witnessed similar breakthroughs. This lack of innovation has made it difficult for tablet manufacturers to convince consumers to upgrade their existing devices or invest in new ones.

To overcome this challenge, tablet manufacturers need to focus on introducing innovative features and functionalities that differentiate tablets from smartphones. This could include advancements in areas such as stylus integration, multi-tasking capabilities, and enhanced productivity tools. Additionally, manufacturers should consider targeting specific niche markets, such as education or enterprise, where tablets can offer unique value propositions.

### Intense Competition and Price Sensitivity

The global tablet market is highly competitive, with numerous manufacturers vying for market share. This intense competition has led to price sensitivity among consumers, making it challenging for manufacturers to maintain profitability while offering competitive pricing.

One of the main contributors to price sensitivity is the availability of low-cost tablets from Chinese manufacturers. These devices often offer similar functionalities to their higher-priced counterparts but at a significantly lower price point. As a result, consumers are increasingly opting for these budget-friendly options, putting pressure on established tablet manufacturers to lower their prices.

Furthermore, the intense competition has led to a commoditization of tablets, where consumers perceive little differentiation between brands and models. This further exacerbates price sensitivity, as consumers are more likely to base their purchasing decisions solely on price rather than brand reputation or product features.

To address this challenge, tablet manufacturers need to focus on creating unique value propositions that justify higher price points. This could involve emphasizing premium features such as high-resolution displays, superior build quality, and enhanced software

experiences. Additionally, manufacturers should invest in building strong brand identities and customer loyalty to differentiate themselves from low-cost competitors.

Furthermore, manufacturers should explore partnerships and collaborations with content providers and service providers to offer bundled packages that add value to the tablet purchase. This could include subscriptions to streaming services, cloud storage, or exclusive content access.

In conclusion, the global tablet market faces challenges in the form of saturation and declining demand, as well as intense competition and price sensitivity. To overcome these challenges, tablet manufacturers need to focus on innovation, differentiation, and creating unique value propositions that cater to specific market segments. Additionally, building strong brand identities and exploring partnerships can help manufacturers maintain profitability and sustain growth in this competitive market.

## Key Market Trends

### Trend 1: Rising Demand for 2-in-1 Convertible Tablets

The global tablet market is witnessing a transformative trend with a growing demand for 2-in-1 convertible tablets. These versatile devices, which can function both as tablets and laptops when connected to a keyboard accessory, are gaining significant traction. One key driver of this trend is the increasing need for flexibility and productivity in a rapidly evolving work environment.

Business professionals and students, in particular, are gravitating towards 2-in-1 tablets due to their ability to seamlessly switch between tablet and laptop modes. The COVID-19 pandemic has accelerated the adoption of remote work and online learning, further fueling the demand for devices that can handle both tasks efficiently.

Leading technology companies, such as Microsoft, Apple, and various Android manufacturers, are investing in the development of these convertible tablets, offering a wide range of options across different price points. With enhanced processing power, improved stylus support, and robust operating systems, these devices are becoming indispensable tools for multitasking and content creation.

The trend is expected to continue as businesses and educational institutions prioritize flexibility and mobility in their operations. Moreover, advancements in battery life and the integration of 5G connectivity are likely to further enhance the appeal of 2-in-1

convertible tablets in the global market.

### Growing Emphasis on Eco-Friendly and Sustainable Tablets

The global tablet market is experiencing a notable shift towards eco-friendly and sustainable tablet manufacturing practices. As environmental concerns and sustainability become increasingly important to consumers and businesses alike, tablet manufacturers are reevaluating their production processes and materials.

One significant aspect of this trend is the reduction of electronic waste (e-waste). Many manufacturers are focusing on designing tablets that are more durable, repairable, and upgradable, thereby extending their lifecycle. This approach not only reduces the environmental impact of disposal but also aligns with the principles of the circular economy.

Additionally, there is a growing emphasis on using recycled and renewable materials in tablet construction. Companies are exploring alternatives to traditional plastics, such as bio-based polymers and recycled metals, to reduce the carbon footprint of tablet production. Furthermore, energy-efficient components and designs are being incorporated to minimize energy consumption during use.

Consumers are increasingly making purchase decisions based on the environmental credentials of products, which is driving tablet manufacturers to obtain sustainability certifications and disclose their environmental practices transparently.

Expect this trend to continue as sustainability becomes a key competitive advantage in the tablet market, prompting companies to innovate and demonstrate their commitment to environmental responsibility.

### Enhanced Collaboration and Productivity Features

In the global tablet market, there is a notable trend towards enhancing collaboration and productivity features. Tablets are no longer seen solely as consumption devices but are evolving into powerful work tools, especially in the context of remote work and hybrid office setups.

To cater to the needs of business professionals, students, and creative individuals, tablet manufacturers are investing in features such as improved stylus support, multi-window multitasking, and integration with collaboration platforms like Microsoft Teams



and Zoom. This evolution is making tablets more versatile for tasks such as note-taking, content creation, and virtual meetings.

Furthermore, the integration of AI-driven productivity tools, such as language translation and content recommendation, is enhancing the utility of tablets for a wide range of users. These features are designed to streamline workflows and boost efficiency, further blurring the line between tablets and traditional laptops.

The ongoing trend toward enhanced collaboration and productivity features is expected to shape the tablet market's future. As remote and flexible work arrangements become permanent fixtures of the business landscape, tablets are poised to play a pivotal role in facilitating seamless communication and productivity for professionals across various industries. Manufacturers that prioritize these capabilities are likely to gain a competitive edge in the evolving tablet market.

## Segmental Insights

### Technology Insights

In 2022, the global tablet market witnessed significant growth and various segments competed for dominance. Among these segments, the 2-in-1 convertible tablets emerged as the dominant force and are expected to maintain their dominance during the forecast period.

2-in-1 convertible tablets combine the functionality of a laptop and a tablet, offering users the flexibility to switch between different modes according to their needs. These devices have gained immense popularity due to their versatility, portability, and enhanced productivity features. With advancements in technology, 2-in-1 tablets have become more powerful, offering high-performance processors, ample storage, and improved battery life, making them suitable for both personal and professional use.

The dominance of 2-in-1 convertible tablets can be attributed to several factors. Firstly, the increasing demand for hybrid devices that offer the convenience of a tablet and the functionality of a laptop has fueled the growth of this segment. Consumers are seeking devices that can cater to their diverse needs, such as entertainment, productivity, and creativity, and 2-in-1 tablets provide a perfect solution.

Secondly, the growing trend of remote work and online learning has further boosted the demand for 2-in-1 tablets. These devices enable users to seamlessly transition between

work and leisure activities, making them ideal for professionals, students, and individuals who require a portable computing solution.

Additionally, the availability of a wide range of 2-in-1 tablet models from various manufacturers has contributed to their dominance. Major tech companies such as Apple, Microsoft, and Lenovo have introduced innovative and feature-rich devices, catering to different price points and user preferences. This has created a competitive market landscape, driving the adoption of 2-in-1 tablets.

Furthermore, the increasing focus on digital transformation across industries has also played a significant role in the dominance of 2-in-1 convertible tablets. Businesses are embracing mobility and flexibility, and these devices offer the perfect balance between portability and productivity, allowing professionals to work on the go.

Considering these factors, it is expected that 2-in-1 convertible tablets will continue to dominate the global tablet market during the forecast period. The ongoing advancements in technology, coupled with the evolving needs of consumers and businesses, will further drive the growth of this segment. However, it is important to note that the tablet market is dynamic, and other segments such as traditional tablets, rugged tablets, and e-readers will continue to have their own niche markets and loyal customer bases.

## End User Insights

In 2022, the global tablet market witnessed significant growth across various end-user segments, including BFSI (Banking, Financial Services, and Insurance), Education, Healthcare, Business and Enterprise, and Others. Among these segments, the Business and Enterprise segment emerged as the dominant force, and it is expected to maintain its dominance during the forecast period.

The Business and Enterprise segment accounted for the largest market share in 2022 due to the increasing adoption of tablets for various business operations and enterprise applications. Tablets offer a portable and convenient solution for professionals to access and manage their work-related tasks, such as email communication, document editing, presentations, and data analysis. The versatility and mobility of tablets make them an ideal choice for business professionals who are constantly on the move.

Furthermore, the COVID-19 pandemic has accelerated the digital transformation in businesses and enterprises, leading to a higher demand for tablets. With remote work



becoming the new norm, tablets have become essential tools for employees to stay connected, collaborate, and access critical business applications from anywhere. The need for video conferencing, virtual meetings, and remote access to corporate networks has further fueled the demand for tablets in the business and enterprise segment.

Moreover, tablets offer enhanced security features, such as biometric authentication and encryption, which are crucial for protecting sensitive business data. This has made tablets a preferred choice for industries that deal with confidential information, such as banking, finance, and insurance.

Looking ahead, the dominance of the Business and Enterprise segment in the global tablet market is expected to continue during the forecast period. The increasing adoption of digital technologies, the growing trend of remote work, and the need for seamless connectivity and productivity are likely to drive the demand for tablets in the business and enterprise segment. Additionally, advancements in tablet technology, such as improved processing power, longer battery life, and enhanced display quality, will further contribute to the sustained growth of this segment.

In conclusion, the Business and Enterprise segment emerged as the dominant force in the global tablet market in 2022, and it is expected to maintain its dominance during the forecast period. The increasing adoption of tablets for business operations, the accelerated digital transformation, and the need for remote work solutions are the key factors driving the growth of this segment.

## Regional Insights

In 2022, the global tablet market witnessed significant growth, and one type segment emerged as the dominant force across various regions. The segment that dominated the global tablet market in 2022 and is expected to maintain its dominance during the forecast period is the 'Convertible Tablet' segment. Convertible tablets, also known as 2-in-1 tablets or hybrid tablets, offer the versatility of both a laptop and a tablet, combining the convenience of touch-screen functionality with the productivity of a physical keyboard. This segment gained immense popularity due to its ability to cater to the needs of both casual users and professionals, making it a preferred choice for a wide range of consumers.

Across different regions, the convertible tablet segment showcased remarkable growth and captured a significant market share. In North America, the segment dominated the tablet market due to the increasing demand for portable and versatile devices among

consumers. The region's strong presence of tech-savvy individuals, coupled with the growing trend of remote work and online learning, further fueled the demand for convertible tablets.

Similarly, in Europe, the convertible tablet segment emerged as the dominant force in the tablet market. The region's emphasis on productivity and the need for devices that can seamlessly transition between work and leisure activities contributed to the popularity of convertible tablets. Additionally, the rising adoption of digital education and e-learning platforms in Europe further boosted the demand for these versatile devices.

In the Asia-Pacific region, the convertible tablet segment also witnessed significant growth and dominated the tablet market. The region's large population, coupled with the increasing disposable income and rapid urbanization, led to a surge in demand for portable and multifunctional devices. Convertible tablets, with their ability to serve as both a tablet and a laptop, perfectly catered to the diverse needs of consumers in this region.

Looking ahead, the convertible tablet segment is expected to maintain its dominance during the forecast period. Factors such as technological advancements, continuous innovation, and the increasing need for flexible and portable computing devices are anticipated to drive the demand for convertible tablets across different regions. Additionally, the growing trend of remote work, online education, and digital content consumption is expected to further propel the growth of this segment in the coming years. Overall, the convertible tablet segment is poised to remain at the forefront of the global tablet market, offering consumers a versatile and efficient computing experience.

### Key Market Players

Apple Inc

Samsung Electronics Co., Ltd

Huawei Technologies Co., Ltd

Lenovo Group Limited

Amazon.com, Inc.

**MICROSOFT CORPORATION**

XIAOMI CORPORATION

TCL Communication Technology Holdings Limited

AsusTek Computer Inc.

Acer Inc.

Report Scope:

In this report, the Global Tablet market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Tablet Market, By Operating System:

IOS

Android

Windows

Global Tablet Market, By Technology:

Traditional Tablets

2-in-1 Convertible Tablets)

Rugged Tablets

E-Readers

Global Tablet Market, By End User:

BFSI

Education

Healthcare

Business and Enterprise

Others

Global Tablet Market, By Region:

North America

Europe

South America

Middle East & Africa

Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Tablet Market.

Available Customizations:

Global Tablet market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

### **4. IMPACT OF COVID-19 ON GLOBAL TABLET MARKET**

### **5. VOICE OF CUSTOMER**

### **6. GLOBAL TABLET MARKET OVERVIEW**

### **7. GLOBAL TABLET MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Operating System (IOS, Android, Windows)
  - 7.2.2. By Technology (Traditional Tablets, 2-in-1 Convertible Tablets, Rugged Tablets, E-Readers)
  - 7.2.3. By End User (BFSI, Education, Healthcare, Business and Enterprise, Others)
  - 7.2.4. By Top 10 Country
  - 7.2.5. By Company (2022)

### 7.3. Market Map

## 8. NORTH AMERICA TABLET MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Operating System

#### 8.2.2. By Technology

#### 8.2.3. By End User

### 8.3. North America: Country Analysis

#### 8.3.1. United States Global Tablet Market Outlook

##### 8.3.1.1. Market Size & Forecast

###### 8.3.1.1.1. By Value

##### 8.3.1.2. Market Share & Forecast

###### 8.3.1.2.1. By Operating System

###### 8.3.1.2.2. By Technology

###### 8.3.1.2.3. By End User

#### 8.3.2. Canada Tablet Market Outlook

##### 8.3.2.1. Market Size & Forecast

###### 8.3.2.1.1. By Value

##### 8.3.2.2. Market Share & Forecast

###### 8.3.2.2.1. By Operating System

###### 8.3.2.2.2. By Technology

###### 8.3.2.2.3. By End User

#### 8.3.3. Mexico Tablet Market Outlook

##### 8.3.3.1. Market Size & Forecast

###### 8.3.3.1.1. By Value

##### 8.3.3.2. Market Share & Forecast

###### 8.3.3.2.1. By Operating System

###### 8.3.3.2.2. By Technology

###### 8.3.3.2.3. By End User

## 9. EUROPE TABLET MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Operating System



9.2.2. By Technology

9.2.3. By End User

### 9.3. Europe: Country Analysis

#### 9.3.1. Germany Tablet Market Outlook

##### 9.3.1.1. Market Size & Forecast

###### 9.3.1.1.1. By Value

##### 9.3.1.2. Market Share & Forecast

###### 9.3.1.2.1. By Operating System

###### 9.3.1.2.2. By Technology

###### 9.3.1.2.3. By End User

#### 9.3.2. United Kingdom Tablet Market Outlook

##### 9.3.2.1. Market Size & Forecast

###### 9.3.2.1.1. By Value

##### 9.3.2.2. Market Share & Forecast

###### 9.3.2.2.1. By Operating System

###### 9.3.2.2.2. By Technology

###### 9.3.2.2.3. By End User

#### 9.3.3. France Tablet Market Outlook

##### 9.3.3.1. Market Size & Forecast

###### 9.3.3.1.1. By Value

##### 9.3.3.2. Market Share & Forecast

###### 9.3.3.2.1. By Operating System

###### 9.3.3.2.2. By Technology

###### 9.3.3.2.3. By End User

#### 9.3.4. Spain Tablet Market Outlook

##### 9.3.4.1. Market Size & Forecast

###### 9.3.4.1.1. By Value

##### 9.3.4.2. Market Share & Forecast

###### 9.3.4.2.1. By Operating System

###### 9.3.4.2.2. By Technology

###### 9.3.4.2.3. By End User

#### 9.3.5. Italy Tablet Market Outlook

##### 9.3.5.1. Market Size & Forecast

###### 9.3.5.1.1. By Value

##### 9.3.5.2. Market Share & Forecast

###### 9.3.5.2.1. By Operating System

###### 9.3.5.2.2. By Technology

###### 9.3.5.2.3. By End User

## **10. SOUTH AMERICA TABLET MARKET OUTLOOK**

### **10.1. Market Size & Forecast**

#### **10.1.1. By Value**

### **10.2. Market Share & Forecast**

#### **10.2.1. By Operating System**

#### **10.2.2. By Technology**

#### **10.2.3. By End User**

### **10.3. South America: Country Analysis**

#### **10.3.1. Brazil Tablet Market Outlook**

##### **10.3.1.1. Market Size & Forecast**

###### **10.3.1.1.1. By Value**

##### **10.3.1.2. Market Share & Forecast**

###### **10.3.1.2.1. By Operating System**

###### **10.3.1.2.2. By Technology**

###### **10.3.1.2.3. By End User**

#### **10.3.2. Argentina Tablet Market Outlook**

##### **10.3.2.1. Market Size & Forecast**

###### **10.3.2.1.1. By Value**

##### **10.3.2.2. Market Share & Forecast**

###### **10.3.2.2.1. By Operating System**

###### **10.3.2.2.2. By Technology**

###### **10.3.2.2.3. By End User**

#### **10.3.3. Colombia Tablet Market Outlook**

##### **10.3.3.1. Market Size & Forecast**

###### **10.3.3.1.1. By Value**

##### **10.3.3.2. Market Share & Forecast**

###### **10.3.3.2.1. By Operating System**

###### **10.3.3.2.2. By Technology**

###### **10.3.3.2.3. By End User**

## **11. MIDDLE EAST & AFRICA TABLET MARKET OUTLOOK**

### **11.1. Market Size & Forecast**

#### **11.1.1. By Value**

### **11.2. Market Share & Forecast**

#### **11.2.1. By Operating System**

#### **11.2.2. By Technology**

#### **11.2.3. By End User**

### 11.3. Middle East & America: Country Analysis

#### 11.3.1. Israel Tablet Market Outlook

##### 11.3.1.1. Market Size & Forecast

###### 11.3.1.1.1. By Value

##### 11.3.1.2. Market Share & Forecast

###### 11.3.1.2.1. By Operating System

###### 11.3.1.2.2. By Technology

###### 11.3.1.2.3. By End User

#### 11.3.2. Qatar Tablet Market Outlook

##### 11.3.2.1. Market Size & Forecast

###### 11.3.2.1.1. By Value

##### 11.3.2.2. Market Share & Forecast

###### 11.3.2.2.1. By Operating System

###### 11.3.2.2.2. By Technology

###### 11.3.2.2.3. By End User

#### 11.3.3. UAE Tablet Market Outlook

##### 11.3.3.1. Market Size & Forecast

###### 11.3.3.1.1. By Value

##### 11.3.3.2. Market Share & Forecast

###### 11.3.3.2.1. By Operating System

###### 11.3.3.2.2. By Technology

###### 11.3.3.2.3. By End User

#### 11.3.4. Saudi Arabia Tablet Market Outlook

##### 11.3.4.1. Market Size & Forecast

###### 11.3.4.1.1. By Value

##### 11.3.4.2. Market Share & Forecast

###### 11.3.4.2.1. By Operating System

###### 11.3.4.2.2. By Technology

###### 11.3.4.2.3. By End User

## 12. ASIA PACIFIC TABLET MARKET OUTLOOK

### 12.1. Market Size & Forecast

#### 12.1.1. By Value

### 12.2. Market Share & Forecast

#### 12.2.1. By Operating System

#### 12.2.2. By Technology

#### 12.2.3. By End User

### 12.3. Asia Pacific: Country Analysis

- 12.3.1. China Tablet Market Outlook
  - 12.3.1.1. Market Size & Forecast
    - 12.3.1.1.1. By Value
  - 12.3.1.2. Market Share & Forecast
    - 12.3.1.2.1. By Operating System
    - 12.3.1.2.2. By Technology
    - 12.3.1.2.3. By End User
- 12.3.2. Japan Tablet Market Outlook
  - 12.3.2.1. Market Size & Forecast
    - 12.3.2.1.1. By Value
  - 12.3.2.2. Market Share & Forecast
    - 12.3.2.2.1. By Operating System
    - 12.3.2.2.2. By Technology
    - 12.3.2.2.3. By End User
- 12.3.3. South Korea Tablet Market Outlook
  - 12.3.3.1. Market Size & Forecast
    - 12.3.3.1.1. By Value
  - 12.3.3.2. Market Share & Forecast
    - 12.3.3.2.1. By Operating System
    - 12.3.3.2.2. By Technology
    - 12.3.3.2.3. By End User
- 12.3.4. India Tablet Market Outlook
  - 12.3.4.1. Market Size & Forecast
    - 12.3.4.1.1. By Value
  - 12.3.4.2. Market Share & Forecast
    - 12.3.4.2.1. By Operating System
    - 12.3.4.2.2. By Technology
    - 12.3.4.2.3. By End User
- 12.3.5. Australia Tablet Market Outlook
  - 12.3.5.1. Market Size & Forecast
    - 12.3.5.1.1. By Value
  - 12.3.5.2. Market Share & Forecast
    - 12.3.5.2.1. By Operating System
    - 12.3.5.2.2. By Technology
    - 12.3.5.2.3. By End User

## **13. MARKET DYNAMICS**

### **13.1. Drivers**

## 13.2. Challenges

## 14. MARKET TRENDS AND DEVELOPMENTS

## 15. COMPANY PROFILES

### 15.1. Apple Inc

- 15.1.1. Business Overview
- 15.1.2. Key Financials & Revenue
- 15.1.3. Key Contact Person
- 15.1.4. Headquarters Address
- 15.1.5. Key Product/Service Offered

### 15.2. Samsung Electronics Co., Ltd

- 15.2.1. Business Overview
- 15.2.2. Key Financials & Revenue
- 15.2.3. Key Contact Person
- 15.2.4. Headquarters Address
- 15.2.5. Key Product/Service Offered

### 15.3. Huawei Technologies Co., Ltd

- 15.3.1. Business Overview
- 15.3.2. Key Financials & Revenue
- 15.3.3. Key Contact Person
- 15.3.4. Headquarters Address
- 15.3.5. Key Product/Service Offered

### 15.4. Lenovo Group Limited

- 15.4.1. Business Overview
- 15.4.2. Key Financials & Revenue
- 15.4.3. Key Contact Person
- 15.4.4. Headquarters Address
- 15.4.5. Key Product/Service Offered

### 15.5. Amazon.com, Inc.

- 15.5.1. Business Overview
- 15.5.2. Key Financials & Revenue
- 15.5.3. Key Contact Person
- 15.5.4. Headquarters Address
- 15.5.5. Key Product/Service Offered

### 15.6. MICROSOFT CORPORATION .

- 15.6.1. Business Overview
- 15.6.2. Key Financials & Revenue

- 15.6.3. Key Contact Person
- 15.6.4. Headquarters Address
- 15.6.5. Key Product/Service Offered

#### 15.7. Acer Inc..

- 15.7.1. Business Overview
- 15.7.2. Key Financials & Revenue
- 15.7.3. Key Contact Person
- 15.7.4. Headquarters Address
- 15.7.5. Key Product/Service Offered

#### 15.8. TCL Communication Technology Holdings Limited

- 15.8.1. Business Overview
- 15.8.2. Key Financials & Revenue
- 15.8.3. Key Contact Person
- 15.8.4. Headquarters Address
- 15.8.5. Key Product/Service Offered

#### 15.9. AsusTek Computer Inc.

- 15.9.1. Business Overview
- 15.9.2. Key Financials & Revenue
- 15.9.3. Key Contact Person
- 15.9.4. Headquarters Address
- 15.9.5. Key Product/Service Offered

#### 15.10. XIAOMI CORPORATION

- 15.10.1. Business Overview
- 15.10.2. Key Financials & Revenue
- 15.10.3. Key Contact Person
- 15.10.4. Headquarters Address
- 15.10.5. Key Product/s Offered

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**



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