

The Low Cost Tablets Market 2012-2017

<https://marketpublishers.com/r/LADC88F60DAEN.html>

Date: August 2012

Pages: 140

Price: US\$ 2,633.00 (Single User License)

ID: LADC88F60DAEN

Abstracts

Tablets were once considered to be high-end and luxury consumer devices, however that has changed over the last two years as we have witnessed Apple's dominance in the tablet market slowly being eroded by competitor brands offering tablets with similar specifications and features at a significantly lower price point. Visiongain has classified low cost tablets available in the market priced at or below \$250. Visiongain has determined that the value of the global low cost tablets market in 2012 will reach \$3.44bn.

Sales figures show incontestably that until 2010 no vendor was able to compete with Apple at a level price. Apple markets the iPad as a premium product offered at a premium selling price. While many new entrants created similar devices at the same price point (TouchPad, Samsung Galaxy Tab) they failed to take significant market share away from the incumbent.

However in today's tablet market if a vendor can provide a comparable UI and positive user experience while offering a lower price point, it is deemed to be a very competitive product in the low-cost tablet segment, which is exactly why the low cost tablet industry has evolved at a rapid pace, maintaining the user experience while cutting the costs.

What makes this report unique?

Visiongain consulted widely with industry experts and a full transcript from one of these exclusive interviews is included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed opinion. This approach allows insight into the key drivers and restraints behind contract and programme developments, as well as identifying the leading companies. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, submarket and national markets forecasts from 2012-2017 - all highlighting

strategic business opportunities.

Why you should buy The Low Cost Tablets Market 2012-2017

140 pages of comprehensive analysis

An exclusive Visiongain interview with expert from-
Nvidia - who produce Tegra 3 Tablet Processors

136 tables, charts, and graphs

Global low cost tablets market forecasts between 2012-2017

3 low cost tablets submarket forecasts from 2012-2017

Tablet Sales (units) by Price Tier >\$250, \$150-\$250, \$250, \$150-\$250,
\$250, \$150-\$250,

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