

## Tablets - US - July 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Tablets are seen as having cannibalized sales of PCs and e-readers. While this is certainly true of the e-readers, looking forward, the dinner and the diner may be flipped—advances in smartphones and laptop offerings may result in a cannibalization of tablet sales.”  
—Billy Hulkower, Senior Technology Analyst

### In this report we answer the key questions:

- The connectivity problem
- Phablets have built-in cellular, 7" tablets do not
- The convertible problem

In just three years on the market, tablet penetration has reached 30% of internet users, with 44% of owners already owning multiple tablets. The central driver for the market is gift purchasing—half of all adult tablet owners received their tablet as a gift. Heading into the 2013 holiday season, competition in the tablet market has heated up substantially compared to what was available during the 2012 holiday season. [Microsoft](#) launched the Surface in October 2012 and the Surface Pro in February 2013, and [Amazon](#) launched the Fire HD tablets in September 2012, making the Fire more competitive with the larger tablets available from [Samsung](#), [Google](#), and [Apple](#). Due to the increasing number of entries in the tablet market, Mintel sees the 2013 holiday season as a “make it or break it” moment for tablet brands.

This report provides guidance for marketers heading into the 2013 holiday gifting season. Subjects explored include current ownership, intent to purchase as gifts, intent to purchase for self, intended spend on upcoming purchases, the size of premium that prospective buyers are willing to pay for add-on features, and which models and brands prospective buyers are considering for their upcoming purchase. The report also reviews television and online ads from leading tablet brands, providing direction for future ad content.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Scope and Themes

- What you need to know
  - Definition
  - Data sources
  - Advertising creative
  - Consumer survey data
  - Abbreviations and terms
  - Abbreviations
  - Terms

### Executive Summary

- The market
  - iPad carries half of current ownership
    - Figure 1: Brand of tablet owned, April 2013
  - Galaxy and Nexus to garner share
    - Figure 2: Brands under consideration for purchase, April 2013
  - Surge of the small tablet
  - The consumer
    - Gifts account for half of ownership
    - Discretionary purchase favored by high-income, young
      - Figure 3: Tablet ownership, by household income, April 2013
    - Younger buyers spend more
      - Figure 4: Tablet ownership, by age, April 2013
    - One in five 18-54 year olds planning a purchase
      - Figure 5: Intent to purchase a tablet in 2013, by age, April 2013
  - What we think

### Issues and Insights

- The connectivity problem
  - The issues
  - The implications
- Phablets have built-in cellular, 7" tablets do not
  - The issues
  - The implications
- The convertible problem
  - The issues
  - The implications

### Trend Application

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### Inspire Trend: Experience is All

Figure 6: Factors in product selection, by age, April 2013

### Inspire Trend: Access All Areas

Figure 7: Willingness to pay more for premium features, April 2013

### Mintel Futures: Old Gold

Figure 8: Gifting and receiving tablets, by age, April 2013

## Competitive Context

### Key points

#### Competition between mobile products more perception than fact

Figure 9: Ownership of phones, e-readers, tablets, and laptops, by age, April 2013

Figure 10: Ownership of phones, e-readers, and laptops, by household income, April 2013

Figure 11: Intent to purchase a tablet in 2013, by smartphone and laptop ownership, April 2013

## Leading Companies

### Key points

#### Smaller size and lower-cost options expand

#### Smaller tablets present opportunity for mobile data partnerships

#### Competition heats up among value-priced tablets

Figure 12: Tablet model release dates, pricing, and key features, June 2013

#### Android challenging iOS for dominance

Figure 13: Brand and model of tablets owned, April 2013

#### Apple leads across age groups, but especially with 18-24 year olds

Figure 14: Brand and model of tablets owned, by age, April 2013

#### Multiple tablet owners trending toward Samsung

Figure 15: Brand and model of most recently purchased tablet among multiple tablet owners, by age, April 2013

## Innovations and Innovators

### Key points

#### Hybrid tablets/convertible laptops between a rock and a hard place

Figure 16: Lenovo IdeaPad Yoga 13

Figure 17: Acer Iconia W3 8" tablet with snapped on keyboard

#### Glasses-free 3D

#### Kindle pushes content for kids and adults

## Marketing Strategies

### Apple

Figure 18: Apple iPad television ad, "Christmas Song," 2012

### Google

Figure 19: Google Nexus television ad, "Off to Space," 2012

Figure 20: Google Nexus half page banner ad, 2012

### Samsung

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Figure 21: Samsung Galaxy television ad, "The Naughty List," 2012

Figure 22: Samsung Galaxy half page banner ad, 2012

Figure 23: Verizon acquisition email, 2012

Figure 24: Verizon acquisition email, 2013

Figure 25: AT&T acquisition email, 2013

### Amazon

Figure 26: Amazon Kindle television ad, "Time Limit," 2013

Figure 27: Amazon Kindle online ad, 2012

### Barnes & Noble

Figure 28: Barnes & Noble Nook television ad, "Family Sharing," 2012

### Microsoft

Figure 29: Microsoft Surface television ad, "On The Surface," 2012

## Social Media—Tablets

### Key points

#### Key social media metrics

Figure 30: Key brand metrics, tablet brands, June 2013

### Market overview

#### Brand usage and awareness

Figure 31: Usage and awareness of selected tablet brands, April 2013

#### Interaction with brands

Figure 32: Interaction with selected tablet brands, April 2013

#### Online conversations

Figure 33: Online mentions, selected tablet brands, percentage of daily mentions, by day, May 28, 2013-June 27, 2013

#### Where are people talking about tablet brands?

Figure 34: Mentions by page type, selected tablet brands, percentage of daily mentions, May 28, 2013-June 27, 2013

#### What are people talking about?

Figure 35: Mentions by type of conversation, selected tablet brands, May 28, 2013-June 27, 2013

Figure 36: Major areas of discussion surrounding tablet brands, by day, May 28, 2013-June 27, 2013

Figure 37: Major areas of discussion surrounding tablet brands, by page type, May 28, 2013-June 27, 2013

### Brand analysis

#### iPad

#### Key online campaigns

#### What we think

#### Samsung Galaxy Tab

Figure 38: Samsung Galaxy Tab key social media indicators, June 2013

#### Key online campaigns

#### What we think

#### Nook by Barnes & Noble

Figure 39: Nook, by Barnes & Noble key social media indicators, June 2013

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Report Price: £2466.89 | \$3995.00 | €3133.71

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### Key online campaigns

#### What we think

#### Kindle Fire

Figure 40: Kindle Fire key social media indicators, June 2013

### Key online campaigns

#### What we think

#### Google Nexus

Figure 41: Google Nexus key social media indicators, June 2013

### Key online campaigns

#### What we think

#### Microsoft Surface

Figure 42: Surface key social media indicators, June 2013

### Key online campaigns

#### What we think

## Ownership and Purchase Price

### Key points

#### Age and income primary drivers for ownership

Figure 43: Tablet household and personal ownership and date of acquisition, by age, April 2013

Figure 44: Tablet household and personal ownership and date of acquisition, by household income, April 2013

#### Younger buyers spend more

Figure 45: Spend on tablet purchased for self, by age, April 2013

Figure 46: Spend on tablet purchased for self, by household income, April 2013

## Product and Feature Selection

### Key points

#### Size selection driven by household income

Figure 47: Size of tablet owned, by household income, April 2013

Figure 48: Willingness to pay premium of \$41+ for selected features, by household income, April 2013

#### Buyers side-step step-up features

Figure 49: Purchase of premium features, by gender, April 2013

Figure 50: Purchase of premium features, by age, April 2013

#### OS central, price less of a concern

Figure 51: Factors in product selection, by age, April 2013

#### Current buyers determine future brand equity

Figure 52: Recommendation of tablet owned to others, age, April 2013

#### Recent buyers favor cellular, less concerned with OS

Figure 53: Cellular connectivity selection and attitudes to OS vs. price, by date of acquisition, April 2013

## Gifting

### Key points

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### Half of ownership propelled by gifts

Figure 54: Gifting and receiving tablets, by age, April 2013

### Getting gifts to lower-income adults

Figure 55: Gifting and receiving tablets, by household income, April 2013

### Current gift givers expect to spend more than previous gift givers

Figure 56: Expected and historic spend on tablets purchased as gifts, April 2013

## The Prospective Buyer

### Key points

#### One in five 18-54 year olds planning a purchase

Figure 57: Intent to purchase tablets, by age, April 2013

#### Current owners back on market for another tablet

Figure 58: Intent to purchase among current owners by date of acquisition, April 2013

#### Top spenders more likely to be 18-34 year olds

Figure 59: Expected spend on intended tablet purchase for self, by age, April 2013

Figure 60: Expected spend on intended tablet purchase for self, by household income, April 2013

Figure 61: Expected spend on intended tablet purchase for self, by gender, April 2013

#### Surge of the small tablet

Figure 62: Size of tablet under consideration for purchase, April 2013

#### Young adults like their tablets large

Figure 63: Size of tablet under consideration for purchase for self, by age, April 2013

#### Premiums for step-up features out-of-synch

Figure 64: Willingness to pay more for premium features, April 2013

#### Men more willing to step it up

Figure 65: Willingness to pay more for premium features, by gender, April 2013

#### Younger buyers see more value in premium features

Figure 66: Willingness to pay more for premium features, by age, April 2013

## Brand/Model Under Consideration for Purchase

### Key points

#### iPad and Nook to lose share

Figure 67: Brands and models under consideration for purchase, April 2013

#### Google and Apple carry cache among 18-34 year olds

Figure 68: Brands and models under consideration for purchase for self, by age, April 2013

#### The smartphone halo: Samsung, Apple preferred by higher-income groups

Figure 69: Brands and models under consideration for purchase for self, by household income, April 2013

## Custom Consumer

### Key points

#### Young men like gifting, women more likely to be receiving

Figure 70: Gifting and receiving tablets, by gender and age, April 2013

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### One in three Dads planning a purchase

Figure 71: Intent to purchase a tablet in 2013, by parental status, April 2013

### Impact of Race and Hispanic Origin

#### Key points

#### Asians, Hispanics lead in ownership

Figure 72: Tablet ownership and date of acquisition, by race and Hispanic origin, April 2013

Figure 73: Intent to purchase a tablet in 2013, by race/Hispanic origin, April 2013

Figure 74: Gifting and receiving tablets, by race/Hispanic origin, April 2013

### Appendix: Other Useful Consumer Tables

#### Gender

Figure 75: Intent to purchase tablets, by gender, April 2013

#### Gender and age

Figure 76: Intent to purchase tablets, by gender and age, April 2013

#### Age

Figure 77: Interest in premium features, by age, April 2013

#### Household income

Figure 78: Intent to purchase a tablet in 2013, by household income, April 2013

Figure 79: Brands and models owned, by household income, April 2013

Figure 80: Brand and model of most recently purchased tablet among multiple tablet owners, by household income, April 2013

Figure 81: Purchase of premium features, by household income, April 2013

#### Race and Hispanic origin

Figure 82: Ownership of phones, e-readers, and laptops, by race/Hispanic origin, April 2013

Figure 83: Purchase of premium features, by race, April 2013

Figure 84: Recommendation of current tablet owned, by race, April 2013

#### Cross-tabs by ownership and date of acquisition

Figure 85: Cross-tabulations of tablets under consideration for purchase, April 2013

Figure 86: Spend on most recently purchased tablet, by date of acquisition, April 2013

Figure 87: Product and feature selection, by date of acquisition, April 2013

Figure 88: Recommendation of tablet owned to others, by date of acquisition, April 2013

### Appendix: Social Media

#### Usage and awareness

Figure 89: Brand usage or awareness, April 2013

Figure 90: iPad usage or awareness, by demographics, April 2013

Figure 91: Kindle fire usage or awareness, by demographics, April 2013

Figure 92: Nook by Barnes & noble usage or awareness, by demographics, April 2013

Figure 93: Samsung galaxy tab usage or awareness, by demographics, April 2013

Figure 94: Google nexus usage or awareness, by demographics, April 2013

Figure 95: Microsoft surface usage or awareness, by demographics, April 2013

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### Interaction with brands

Figure 96: Activities done, April 2013

Figure 97: Activities done—iPad, by demographics, April 2013

Figure 98: Activities done—iPad, by demographics, April 2013

Figure 99: Activities done—Kindle fire, by demographics, April 2013

Figure 100: Activities done—Nook by Barnes & noble, by demographics, April 2013

### Online conversations

Figure 101: Percentage of consumer conversation by selected tablet brands, May 28, 2013-June 27, 2013

Figure 102: Online mentions, selected tablet brands, by day, May 28, 2013-June 27, 2013

Figure 103: Mentions by page type, selected tablet brands, percentage of daily mentions, May 28, 2013-June 27, 2013

Figure 104: Mentions by type of conversation, selected tablet brands, May 28, 2013-June 27, 2013

Figure 105: Major areas of discussion surrounding tablet brands, by day, May 28, 2013-June 27, 2013

Figure 106: Major areas of discussion surrounding tablet brands, by page type, May 28, 2013-June 27, 2013

### Appendix: Trade Associations

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