Tablet Computers - UK - November 2013

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"Microsoft is trying to break into a market dominated by Apple and Google, and the confusion its differing strategy is causing seems to be harming its prospects. A drastic simplification of its product line may be required before sales pick up."

– Samuel Gee, Technology Analyst

This report looks at the following areas:

- Is the tablet market becoming commoditised already?
- How will the market grow after the introduction of low-cost tablets?
- How will market-leading Apple's position evolve?
- Why is Microsoft struggling to sell the Surface?

The tablet market was pushed into the consumer mainstream by Apple in 2010 with the release of the iPad. Since that point the popular devices have become almost staple inclusion in brand advertising and communication strategies, with a raft of alternatives based on the Android and Windows operating systems entering the market over 2011, 2012 and 2013. In the latter year Apple is attempting to keep its product line attractive with the introduction of the iPad Air, though the persistent sale of cut-price tablets through Amazon and Tesco may make it increasingly difficult for the premium manufacturer to maintain market share.

This report examines the state of the market in 2013, along with consumer ownership of tablets, motivations behind past and future purchases, desired spend on the devices, intentions to purchase, desired features and consumer attitudes towards tablets.

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