

Tablet Computers - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Because of the casual nature of tablet usage, it is likely that once household penetration reaches around the 75% mark, growth in sales will almost stall, driven forward thereafter only by intermittent replacement purchases, or by smaller groups who are interested only in very low-cost devices and who continue to hold out as prices lower."

– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Tablets have a distinct functionality niche
- Tablets lack a distinct hardware niche

The UK tablet market is still in its youth, with a number of consumers entering the market for the first time even as the bulk of devices available shift from their premium, Apple-analogous roots to more low-cost, Android-driven alternatives. Consumer behaviour on the devices is relatively well defined – causal usage in front of the TV motivates the majority of purchases – but whilst this makes the devices easier to position, it also reduces the number of use cases in which consumers might choose to engage.

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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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