

## Tablets - US - November 2014

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

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“Heading into the holiday season, leading brands are offering tablets for \$99, and off-brands are offering tablets for \$49. Considering that pricing for electronics typically also falls after the holiday season, a \$49-79 tablet in 2015 could dramatically boost penetration, but also potentially drop consumer expectations for what they should pay for a larger-screen tablet or a premium product.”

Billy Hulkower, Senior Technology Analyst

### This report looks at the following areas:

- Can the purchase cycle for tablets be similar to phones?
- Where's the final penetration likely to lie and when will we hit it?
- Is the future in hybrids
- Can tablets avoid commoditization?

In just four years on the market, tablet penetration has grown to nearly half of all online adults, with 37% of owners already owning multiple tablets. A central driver for the market is gift purchasing – one in four current owners received their most recently acquired tablet as a gift.

Heading into the 2014 holiday season, competition in the tablet market has heated up again. Apple released updates to the iPad line in October, but will continue to sell the original iPad Mini at \$249, with the product serving as a competitor for low-price tablets from other brands. Amazon, the second-leading brand, is in turn heading upscale toward the iPad, releasing a new, larger 8.9-inch HDX tablet priced at \$379. Samsung released a new premium model, the Galaxy Tab S, in June 2014 with a higher density of pixels and a biometric scanner, in an effort to compete with the full-size iPad Air. Samsung also offers new co-branded tablets with Barnes & Noble, taking advantage of the high awareness that remains around the Nook brand.

This report provides guidance for marketers heading through 2015. Subjects explored include current ownership, intent to purchase as gifts, intent to purchase for self, screen size intended for purchase, interest in cellular connectivity, and also reviews television campaigns and social media in relation to tablets.

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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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