

Tablet Computers - China - November 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

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"The tablet market has been under the spotlight, as well as that for smartphones, to catch consumers' evolving lifestyles and their strong demand for mobility and convenience. Apple has been innovative with its well-established ecosystem, but Android and Windows tablets are catching up with more players involved and more models launched."

– Can Huang, Senior Research Analyst

This report looks at the following areas:

- Who will lead the future tablet market growth?
- Do people need a tablet for everyday use?
- What does the future hold for tablets in terms of software and hardware development?

Since 2010 the category has seen constantly growing share of the total PC market. The expansion is at the expense of both desktops and laptops, with desktops particularly vulnerable.

As the category creator, Apple leads the market in both volume and value terms. Also due to the brand's dominance, the China tablet market is rather concentrated with the top 10 brands occupying over three quarters of market volume share in 2014.

Brands and companies should focus on both functional and emotional benefits demanded by tablet users. It is important to keep tablets equipped with latest technology as well as keeping the devices fashionable to use.

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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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Who will lead future tablet market growth?

Do people need a tablet for everyday use?

What does the future hold for tablets in terms of software and hardware development?

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The implications

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The facts

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What does the future hold for tablets in terms of software and hardware development?

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Latest developments

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