

## Tablets - US - November 2015

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

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"Tablet penetration has grown to include more than half of all online adults. Competition for first-time buyers and those seeking an upgrade is heating up, via movement both towards the high-end of the market and the low-end. Both launches come ahead of the winter holiday season, with gifting a central driver for sales."

- Billy Hulkower, Senior Technology Analyst

### This report looks at the following areas:

- Digital activities transitioned to smartphones, not tablets
- Two-thirds of owners acquired tablet in past two years
- Apple's titanic role

This report provides guidance for marketers heading through 2016. Subjects explored in both qualitative and quantitative work include current ownership, interest in owning multiple tablets, intent to purchase as gifts, intent to purchase for self, how tablets are used for entertainment and productivity, as well as how consumer tastes in tablets are shifting.

For the purposes of this report, tablets consist of touchscreen color portable computers that lack a native calling feature through a cellular provider. The report is inclusive of standalone tablets and "two-in-one" products that can be used as a laptop or a tablet, though sales data is inclusive of standalone tablets only. This report builds on the analysis presented in Mintel's *Tablets – US, November 2014*, *Tablets – US, July 2013* and *Tablets – US, April 2012*.

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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

### Overview

What you need to know

Definition

### Executive Summary

The issues

Digital activities transitioned to smartphones, not tablets

Figure 1: Ownership of phones, tablets, and computers, August 2015

Two-thirds of owners acquired tablet in past two years

Figure 2: Year of most recent tablet acquisition, August 2015

Apple's titanic role

Figure 3: Brand ownership, November 2012-June 2015

The opportunities

Bigger is better

Figure 4: Screen size of most recently acquired tablet, by year of acquisition, August 2015

Hybrids for high-income households

Figure 5: Ownership of phones, tablets, and computers, by household income, August 2015

The gift market

Figure 6: Demographics most likely to be planning a gift purchase, August 2015

What it means

### The Market – What You Need to Know

Sales see first decline in 2015

Phablet ownership cuts two ways

Larger sizes gaining

Streaming steaming

Gifts ahoy

### Market Size

Tales of woe overblown in US

Figure 7: Total US sales of tablets, at current prices, 2010-15

### Market Breakdown

Large screens gaining share

Figure 8: Screen size of most recently acquired tablet, by year of acquisition, August 2015

### Market Perspective

Price points challenging to maintain

Figure 9: Amount spent on most recently acquired tablet, August 2015

Phablet popularity promotes interest in larger tablets

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Figure 10: Ownership of phones, tablets, and computers, August 2015

Competing for gift dollars with other tech categories

Figure 11: Intent to gift a tablet, by gender and age, August 2015

One in eight owners received tablet as gift

Figure 12: Gifting and receiving tablets, by gender and age, August 2015

### Market Factors

Households with children

Figure 13: Number of US households by children, 2003-13

Streaming entertainment

Figure 14: Use of tablets for entertainment, August 2015

Movie viewing shifts from physical to digital

Figure 15: Home video sales, by segment, 2013-15

Rising interest in streaming music

Figure 16: Hours spent listening to music, radio vs streaming services vs personal library, June 2015

Improved graphic rendering and gaming accessories potential boost for sales

### Key Players – What You Need to Know

Apple regains losses

Amazon presses low-end

Leading brands go pro

Great products, limited impact

### What's Working?

iOS ecosystem drives iPad

Amazon invites all aboard

Samsung retains halo, growth in ownership

Figure 17: Brand ownership, November 2012-June 2015

### What's Struggling?

Dell, Nook, Toshiba see share fall

NOOK taken out by Amazon

Branding more decisive than features

Figure 18: Brand ownership, November 2012-June 2015

### What's Next?

Surface gaining steam

Shift to productivity

Figure 19: Use of tablets for productivity and purchase of external keyboards, August 2015

### The Consumer – What You Need to Know

Two-in-ones next frontier

Half of adults planning a purchase

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Most buyers avoid high and low-end

Ads have impact

Time to take focus off of weight

### Ownership of Tablets and Hybrids

Role of upgrades among existing owners

Drawing return buyers and high-margin accessories

Figure 20: Ownership of tablets, phones, and computers, August 2015

Targeting previous buyers with two-in-ones

Figure 21: Ownership of tablets, hybrids, laptops, and smartphones, by ownership of tablets, hybrids, laptops, and smartphones, August 2015

Promoting first-time purchases

Culling low-income groups on-the-ground

Figure 22: Ownership of tablets and hybrids, by household income, August 2015

Pursuing first-time purchases among 18-24s and 45-54s

Figure 23: Ownership of tablets and hybrids, by age, August 2015

Hispanics rival Asians for leadership in ownership

Figure 24: Ownership of tablets and hybrids, by race and Hispanic origin, August 2015

Parents attracted to multiple tablet ownership

Figure 25: Attitudes to multiple tablet ownership – CHAID – Tree output, August 2015

Figure 26: Attitudes to multiple tablet ownership – CHAID – Table output, August 2015

### Intent to Purchase

Half of online adults considering purchase

Figure 27: Intent to purchase tablets, August 2015

Young men well intentioned

Figure 28: Intent to purchase tablets, by gender and age, August 2015

Asians, Hispanics more likely to be planning purchase

Figure 29: Intent to purchase tablets, by race and Hispanic origin, August 2015

High-income parents top candidates for sales

Figure 30: Intent to purchase tablets – CHAID – Tree output, August 2015

Figure 31: Attitudes to multiple tablet ownership – CHAID – Table output, August 2015

### Price Paid

Sub-\$100 tablets not an historical temptation

Figure 32: Spend on most recently acquired tablet, August 2015

Apple, Microsoft priced out of low-and middle-income groups

Figure 33: Spend on most recently acquired tablet, by household income, August 2015

Black buyers spend less

Figure 34: Spend on most recently acquired tablet, by race and Hispanic origin, August 2015

Married buyers spend more

Figure 35: Spend on most recently acquired tablet, by parental status and by marital status, August 2015

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### Tablets as Productivity Tools

#### Nearly half use tablets for productivity

Figure 36: Use of tablets for productivity, by household income, August 2015

#### Usage for productivity spreading across income groups

Figure 37: Use of tablets for productivity, by household income, August 2015

#### Hispanics get down to business

Figure 38: Use of tablets for entertainment and productivity, by race and Hispanic origin, August 2015

#### Broad differences by gender

Figure 39: Use of tablets for productivity, by gender, August 2015

### Upgrading

#### Return buyers get back to basics

Figure 40: Reasons for upgrading to a new tablet, August 2015

#### Younger upgraders more demanding

Figure 41: Reasons for upgrading to a new tablet, by age, August 2015

#### Men want it all

Figure 42: Reasons for upgrading to a new tablet, by gender, August 2015

#### Blacks less concerned with screen size, Hispanics with storage

Figure 43: Reasons for upgrading to a new tablet, by race and Hispanic origin, August 2015

### Features Considered

#### Price most critical, weight least

Figure 44: Features considered in most recent tablet purchase, August 2015

#### High-income groups weigh manufacturer more heavily

Figure 45: Features considered in most recent tablet purchase, by household income, August 2015

#### Older ages focus on brand, screen size

Figure 46: Features considered in most recent tablet purchase, by age, August 2015

#### Hispanics keep an eye on graphics

Figure 47: Features considered in most recent tablet purchase, by race and Hispanic origin, August 2015

### Factors Impacting Purchase Decision

#### Ads impacted majority of buyers

Figure 48: Factors in tablet selection, August 2015

#### Younger adults more open to the unknown

Figure 49: Factors in tablet selection, by age, August 2015

#### Men more likely to be swayed by ads

Figure 50: Factors in tablet selection, by gender, August 2015

#### More Hispanics open to unfamiliar

Figure 51: Factors in tablet selection, by race and Hispanic origin, August 2015

### Appendix – Data Sources and Abbreviations

#### Data sources

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Sales data

Consumer survey data

Consumer qualitative research

CHAID analysis methodology

Abbreviations and terms

Abbreviations

Terms

### Appendix – Consumer

Figure 52: Screen size of most recently acquired tablet, by household income, August 2015

Figure 53: Intent to gift a tablet, by household income, August 2015

Figure 54: Intent to gift a tablet, by race and Hispanic origin, August 2015

Figure 55: Attitudes to multiple tablet ownership – CHAID – Table output, August 2015

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