Tablet Computers - UK - November 2014

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"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.

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

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