

## 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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## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

The market

Figure 1: UK tablet sales, volume and value, 2011 – 2014 (e)

Low excitement around iPad refresh indicative of shift towards cheaper end of market

Amazon follows Argos to dedicated children's hardware

Intel launches new Core M processors, offering vastly improved efficiency

Companies, brands and innovation

Figure 2: Ownership of tablet computers, by brand, July 2014

The consumer

Tablet ownership

Figure 3: Household ownership of tablet computers, July 2012 – July 2014

Brand and OS ownership

Figure 4: Ownership of tablet computers, by brand, July 2014

Figure 5: Ownership of tablet computers, by operating system, July 2014

Motivations for purchase

Figure 6: Motivations for purchasing a tablet, July 2014

Purchase influences and attitudes

Figure 7: Factors influencing future tablet computer purchase, July 2014

Figure 8: Attitudes towards tablet computers, July 2014

What we think

### Issues and Insights

Tablets have a distinct functionality niche

The issues

The implications

Tablets lack a distinct hardware niche

The issues

The implications

### Trend Application

Trend: The Suite Life

Trend: Make it Mine

Mintel Futures: Old Gold

### Market Drivers

Key points

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## A third rely on tablets most for internet usage

Figure 9: Most important device for internet access, by device, May 2014

Figure 10: Requests for TV programmes from BBC iPlayer, by device type, march 2013 – February 2014

Figure 11: Weekly reach of devices by age group, May 2014

Intel launches new Core M processors, offering vastly improved efficiency

Microsoft Surface Pro 3 offers the best of both laptop and tablet

Lack of excitement around 2014 iPad update

Amazon launches Kindle Fire HD Kids Edition tablet

Figure 12: Amazon Kindle Fire HD for Kids

## Who's Innovating?

### Key points

Google develops 3D mapping Project Tango tablet

Sony Xperia Z3 tablet can play PlayStation 4 games via Remote Play

Figure 13: Sony Xperia Z3 Tablet Compact and PlayStation 4 controller

Amazon introduces 'Mayday' button to Kindle Fire HDX tablets

Panasonic launches 20-inch 4K tablet

## Market Size, Segmentation and Share

### Key points

Rate of growth in 2014 to slow substantially

Figure 14: UK tablet sales, volume and value, 2011 - 2014

Tesco's Hudl achieves 3% penetration in less than a year

Figure 15: Ownership of tablet computers, by brand, July 2014

Apple iPad more popular among the youngest and eldest

Figure 16: Ownership of Apple and Samsung tablets, by age and socio-economic group, July 2014

Half of all tablets run Android

Figure 17: Ownership of tablet computers, by operating system, July 2014

Android more popular among men

Figure 18: Ownership of tablet operating systems, by gender, July 2014

Less than one in seven tablet owners use a SIM card

Figure 19: Share of tablets with and without mobile data, July 2014

## Companies and Products

### Apple

Company background

Financial performance

Figure 20: Key financials for Apple Inc., 2012 and 2013

Recent activity

Future strategy

### Google

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### Company background

#### Financial performance

Figure 21: Key financials for Google Inc, 2012 and 2013

#### Recent activity

#### Future strategy

### Samsung

#### Company background

#### Financial performance

Figure 22: Key financials for Samsung Group, 2012 and 2013

#### Recent activity

#### Future strategy

### Amazon

#### Company background

#### Financial performance

Figure 23: Key financials for Amazon.com inc., 2012 and 2013

#### Recent activity

#### Future strategy

### Microsoft

#### Company background

#### Financial performance

Figure 24: Key financials for Microsoft corporation, 2013 and 2014

#### Recent activity

#### Future strategy

## Brand Research

### Brand map

Figure 25: Attitudes towards and usage of brands in the tablet computers sector, August 2014

### Correspondence analysis

#### Brand attitudes

Figure 26: Attitudes, by tablet computer brand, August 2014

#### Brand personality

Figure 27: Tablet computers brand personality – macro image, August 2014

Figure 28: Tablet computers brand personality – micro image, August 2014

#### Brand experience

Figure 29: Tablet computers brand usage, August 2014

Figure 30: Satisfaction with various tablet computers brands, August 2014

Figure 31: Consideration of tablet computers brands, August 2014

Figure 32: Consumer perceptions of current tablet computers brand performance, August 2014

#### Brand recommendation

Figure 33: Recommendation of selected tablet computers brands, August 2014

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## Brand Communication and Promotion

### Key points

#### Tablet adspend rose in 2013

Figure 34: Total adspend on tablet computers, 2011-13

Figure 35: Total adspend on tablet computers, by advertiser, 2012 and 2013

Figure 36: Total adspend on tablet computers, by brand/product, 2013

Figure 37: Total adspend on tablet computers, by media type, 2012 and 2013

## The Consumer – Ownership

### Key points

#### Tablet ownership levels continue to rise

Figure 38: Household ownership of tablet computers, July 2012 – July 2014

#### Young people more likely to share tablet use

Figure 39: Personal and household ownership of tablets, by demographics, July 2014

## The Consumer – Tablets' Impact on Use of Other Devices

### Key points

#### A quarter of smartphone owners use their device less as a result of using a tablet

Figure 40: Devices used less often as a result of having a tablet in the household, July 2014

Figure 41: Devices used less often as a result of having a tablet in the household, by those who own each device, July 2014

#### Young people more likely to use tablets to replace other devices

Figure 42: Devices used less often as a result of having a tablet in the household, by age, July 2014

#### Larger households more likely to use tablet as a replacement device

Figure 43: Devices used less often as a result of having a tablet in the household, by number of persons in the household, July 2014

## The Consumer – Motivations for Purchase

### Key points

#### Almost a quarter of tablets are purchased as gifts

Figure 44: Motivations for purchasing a tablet, July 2014

#### Women twice as likely to receive a tablet as a gift

#### 10% want to buy within brand

Figure 45: OS on consumer smartphones, by OS on consumer tablets, July 2014

#### Microsoft has opportunity with business workers

Figure 46: A selection of attitudes towards tablets and motivations for consumer purchases, by tablet OS, July 2014

## The Consumer – Purchase Influences and Attitudes

### Key points

#### A third of consumers avoiding or will exit the market

Figure 47: Factors influencing future tablet computer purchase, July 2014

Figure 48: Consumers who would not buy / buy another tablet, by current tablet ownership, July 2014

Figure 49: Tablet OS ownership by consumers who would not buy another tablet, July 2014

Figure 50: Motivations behind previous consumer purchases, by all consumers and those who will not buy / buy another tablet, July 2014

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Apple customers more interested in maintaining brand

Cross-device brand ownership not a focus for many

Large minority think laptops are still more useful for certain tasks

Figure 51: Attitudes towards tablet computers, July 2014

Roaming tablet usage could increase among the older generation

Figure 52: Those who prefer using a smartphone to a tablet when out of the home, by age, July 2014

Parents appreciate the educational appeal

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