

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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