

Worldwide Tablet Market Forecast to Decline More Than 8% in 2015 While Switch to Detachable Tablets Continues to Accelerate, According to IDC

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FRAMINGHAM, Mass ., December 1 , 201 5 – Worldwide tablet shipments will reach 211.3 million units in 2015, down -8.1% from 2014, according to a new International Data Corporation ([IDC](#)) [Worldwide Quarterly Tablet Tracker](#) forecast. The new forecast follows three consecutive quarters of declining worldwide tablet shipments in 2015. Despite the challenges facing the overall market, IDC expects detachable tablets will continue to represent a growing portion of total shipments.

"We're witnessing a real market transition as end users shift their demand towards detachables and more broadly towards a productivity-based value proposition," said [Jean Philippe Bouchard](#), Research Director, [Tablets](#). "The proliferation of detachable offerings from hardware vendors continues to help drive this switch. We're starting to see the impact of competition within this space as the major platform vendors – Apple, Google and Microsoft – now have physical product offerings. With attractive price points, including the introduction of sub-\$100 detachables, and platform innovation being driven by competition, IDC is confident that the detachables segment will nearly double in size in the next year, recording more than 75% growth compared to 2015."

"The transition to detachable tablets also ushers in two other key trends: the growth of Windows and a turnaround for Apple's iPad device line," said [Jitesh Ubrani](#), Senior Research Analyst, Worldwide Mobile Device Trackers. "Though early reviews for the iPad Pro have been mixed, we believe the Pro to be the only reason for Apple to gain tablet market share in the coming years as they target select enterprise and prosumer audiences. At the same time we expect Windows-based devices – slates and detachables combined – to more than double its market share by 2019, driven by a combination of traditional PC OEMs as well as more household smartphone vendors."

Worldwide Tablet Market Share , by Screen Size , 2014, 2015 * , 2019 *

Screen Size Band	2014	2015*	2019*
Small (7" < 9")	64.1%	57.7%	43.0%
Medium (9" < 13")	35.8%	41.9%	55.1%
Large (13" < 16")	0.1%	0.4%	2.0%
Total	100.0%	100.0%	100.0%

Source: IDC Worldwide Quarterly Tablet Tracker, December 1, 2015

* Forecast figures

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Taxonomy Note: Total tablet market includes slate tablets plus 2-in-1 tablets. References to "tablets" in this release include both slate tablets and 2-in-1 devices.

About IDC Trackers

[IDC Tracker](#) products provide accurate and timely market size, vendor share, and forecasts for hundreds of technology markets from more than 100 countries around the globe. Using proprietary tools and research processes, IDC's Trackers are updated on a semiannual, quarterly, and monthly basis. Tracker results are delivered to clients in user-friendly excel deliverables and on-line query tools. The IDC Tracker Charts app allows users to view data charts from the most recent IDC Tracker products on their [iPhone](#) and [iPad](#). The IDC Tracker Chart app is also available for [Android Phones](#) and [Android Tablets](#).

For more information about IDC's Worldwide Quarterly Mobile Phone Tracker, please contact Kathy Nagamine at 650-350-6423 or knagamine@idc.com.

About IDC

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