

Western Europe Tablets: Vendor trends
2Q15 (Calendar Year) (000 Units)

Vendor	Unit Shipments 2Q14	Unit Shipments 2Q15	Unit % Share 2Q14	Unit % Share 2Q15	Unit Growth 2Q14 vs 2Q15
Samsung	1,696	2,015	22.3%	26.8%	18.8%
Apple	2,125	1,867	27.9%	24.8%	-12.2%
Lenovo	393	394	5.2%	5.2%	0.2%
ASUS	556	388	7.3%	5.2%	-30.1%
Microsoft	74	213	1.0%	2.8%	187.5%
Others	2,773	2,650	36.3%	35.2%	-4.4%
Total	7,617	7,528	100.0%	100.0%	-1.2%

Table Notes:

- Tablets include tablet slates and 2-in-1s. According to IDC's Taxonomy, a 2-in-1 is designed to function as a standalone slate/tablet as well as a clamshell device through the addition of a physical detachable keyboard, specifically designed for the given tablet.

Shipments are branded shipments for all form factors (including desktops and notebooks) and exclude x86 servers as well as OEM sales for all vendors. Data for all vendors is reported for calendar periods.

IDC's Quarterly Tablet Tracker provides unmatched market coverage and forecasts for the entire device space, covering PCs, tablets, and smartphones in more than 80 countries — providing fast, essential, and comprehensive market information across the entire connected device market.

For more information on IDC's EMEA Quarterly Tablet Tracker or other IDC client computing research services, contact Vice President Karine Paoli on +44 (0) 20 8987 7218 or at kpaoli@idc.com.