

United States Tablet PC Market Segmented by Operating System (Android, iOS, and Windows), By Distribution Channel (Offline, Online), By End User (Consumer, Commercial), By Region, Competition, Forecast and Opportunities, 2018-2028F

Market Report | 2023-11-07 | 89 pages | TechSci Research

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Report description:

The United States Tablet PC market was valued at USD 9.31 Billion and is anticipated to project robust growth in the forecast period with a CAGR of 12.45% during the forecast period. The United States tablet PC market has undergone a remarkable transformation over the years, reflecting the ever-evolving dynamics of technology and consumer demands. Since the inception of tablets in the early 2000s, these devices have come a long way from being mere gadgets for content consumption to versatile tools that cater to a wide spectrum of needs, including work, education, creativity, and entertainment. In this comprehensive overview, we'll delve into the key players, market trends, and factors driving the tablet PC market in the United States. Apple, with its iconic iPad, has maintained a commanding presence in the US tablet market. The iPad has consistently set industry standards with its sleek design, powerful hardware, and the unrivaled Apple ecosystem. The tablet has become a staple in households and offices alike, serving as a go-to device for productivity, creativity, and entertainment. With the introduction of features like the Apple Pencil and keyboard accessories, the iPad has expanded its utility, appealing to professionals, artists, students, and everyday users. Apple's commitment to regular updates and innovative software has kept the iPad at the forefront of the tablet market.

Samsung, another heavyweight in the US tablet landscape, offers a diverse range of tablets designed to cater to different consumer segments. The Galaxy Tab series, including the budget-friendly Tab A and the premium Tab S, have garnered attention for their high-quality displays, sleek designs, and feature-rich offerings. Samsung has also embraced the stylus trend with its S Pen, which provides a unique touch to productivity and creativity on its tablets. The company's ability to blend innovation with affordability has allowed it to maintain a strong presence in the US tablet market.

Microsoft, known for its Surface lineup, has carved out a niche by offering tablets that straddle the line between traditional laptops and tablets. The Surface Pro series has gained popularity among professionals who require the power of a laptop in a more portable form factor. The inclusion of a detachable keyboard and full Windows operating system has made Surface tablets ideal

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for business and productivity tasks. Microsoft's focus on versatility and performance has contributed to its steady presence in the market. Amazon's Fire tablets have become synonymous with budget-friendly options in the US tablet market. These devices are popular for their affordability, making them accessible to a wide range of consumers. Amazon has further sweetened the deal by integrating its ecosystem of services, including Prime Video, Kindle, and Alexa, into the Fire tablets. While they may not match the performance and features of premium tablets, Fire devices have carved a niche for themselves in the market, particularly for media consumption and casual use.

In recent years, the tablet market has witnessed a resurgence driven by the global shift towards remote work and online learning. Tablets have emerged as indispensable tools for virtual meetings, digital notetaking, and content creation, making them essential for both professionals and students. As a result, manufacturers have responded by introducing larger displays, enhanced processing power, and improved stylus support. The line between tablets and traditional laptops has blurred, with tablets increasingly becoming versatile productivity devices. The COVID-19 pandemic accelerated the adoption of tablets in education, with many schools and universities turning to these devices to facilitate remote learning. Educational institutions embraced tablets to deliver digital curriculum, engage students, and bridge the digital divide. This shift has had a lasting impact on the tablet market, as tablets are now viewed as essential tools for modern education.

The ongoing development of 5G technology has also influenced the tablet market. 5G-enabled tablets promise lightning-fast data speeds and seamless connectivity on the go. This development is particularly important for professionals and businesses that rely on high-speed internet for video conferencing, cloud-based applications, and other bandwidth-intensive tasks. Additionally, 5G opens opportunities for augmented reality (AR) and virtual reality (VR) applications on tablets, further expanding their capabilities. Privacy and security have become critical concerns in the tablet market, with consumers and businesses seeking reassurance that their data is protected. Manufacturers are responding by implementing advanced security features such as biometric authentication (e.g., fingerprint and facial recognition), secure enclaves, and encryption. These measures are aimed at safeguarding user data and maintaining consumer trust.

In conclusion, the United States tablet PC market is a vibrant and ever-evolving ecosystem shaped by innovation, changing consumer behaviors, and technological advancements. Key players like Apple, Samsung, Microsoft, and Amazon continue to push the boundaries of what tablets can achieve, making them indispensable tools for work, education, creativity, and entertainment. As the market continues to evolve, consumers and businesses alike can expect further exciting developments and improvements in tablet technology, reinforcing their relevance in various aspects of daily life. Whether for work, learning, or leisure, tablets have firmly established themselves as versatile companions in the digital age.

Key Market Drivers

Remote Work and Online Learning

The United States tablet PC market has witnessed a significant boost due to the global shift towards remote work and online learning, accelerated by the COVID-19 pandemic. Tablets have become essential tools for individuals working and studying from home. With their portability, versatility, and connectivity features, tablets enable users to participate in virtual meetings, access digital learning materials, and stay productive on the go. This trend is expected to continue as hybrid work and distance learning models become the new normal. As a result, tablet manufacturers are investing in features like larger displays, enhanced performance, and improved stylus support to cater to the evolving needs of remote workers and students.

5G Connectivity and Emerging Technologies

The development and rollout of 5G technology have had a profound impact on the United States tablet PC market. 5G-enabled tablets promise lightning-fast data speeds and seamless connectivity, making them ideal for bandwidth-intensive tasks like video conferencing, cloud computing, and streaming high-quality content. This enhanced connectivity also opens new opportunities for augmented reality (AR) and virtual reality (VR) applications on tablets. As businesses and consumers increasingly rely on high-speed internet access, tablet manufacturers are incorporating 5G capabilities into their devices, making them more attractive for those seeking the fastest and most reliable internet connections.

Educational Transformation

Tablets have become integral to the educational landscape in the United States, as schools and universities adopt digital learning solutions. The tablet PC market has been driven by the need for devices that facilitate remote and hybrid learning environments. Tablets offer a portable, interactive, and cost-effective solution for delivering digital curriculum, engaging students, and bridging

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the digital divide. Educational institutions are equipping students with tablets to ensure access to online resources, educational apps, and collaborative tools. This shift towards digital education has led to increased tablet adoption and innovation in educational technology, creating opportunities for tablet manufacturers to cater to the specific needs of the education sector.

Convergence of Work and Personal Use

The line between professional and personal use of tablets has blurred, making these devices more versatile and appealing to a broader consumer base. Tablets are no longer limited to specific tasks but have evolved into all-in-one devices that serve both work and entertainment needs. Professionals use tablets for tasks ranging from email and document editing to project management and video conferencing. Simultaneously, tablets are used for entertainment purposes such as streaming movies, playing games, and reading e-books. This convergence of work and personal use has driven tablet sales, as consumers seek devices that can seamlessly transition between different aspects of their lives. Manufacturers are responding by developing tablets with high-performance processors, multitasking capabilities, and software solutions that cater to both work and leisure activities.

Key Market Challenges

Saturation and Longer Replacement Cycles

One of the significant challenges facing the United States tablet PC market is the saturation of the consumer base and the trend towards longer replacement cycles. As the tablet market has matured over the years, a significant portion of the population already owns a tablet device. This saturation limits the pool of potential new customers, making it challenging for manufacturers to maintain the rapid growth rates seen in the earlier years of the tablet's popularity. Furthermore, consumers are holding onto their tablets for more extended periods before upgrading. Unlike smartphones, which are often replaced every two to three years, tablets tend to have longer replacement cycles, often five years or more. This extended replacement cycle is partly due to the durability of tablets, as they are less prone to accidental damage compared to smartphones. Additionally, the performance gains in newer tablet models have become incremental, providing less incentive for users to upgrade frequently.

Competition from Convertible Laptops and Phablets

Another significant challenge in the United States tablet PC market comes from the competition posed by convertible laptops and large-screen smartphones, often referred to as "phablets." Convertible laptops, such as 2-in-1 devices with detachable keyboards, have gained popularity due to their versatility, which allows them to function as both a laptop and a tablet. These devices offer users the full capabilities of a laptop while retaining the convenience of a tablet's touchscreen interface. Phablets, on the other hand, have increasingly larger screens, blurring the distinction between smartphones and tablets. These oversized smartphones provide users with a more significant display for content consumption and productivity tasks, reducing the need for a separate tablet device. The rise of convertible laptops and the continued popularity of phablets have led to direct competition with traditional tablets. Consumers who might have chosen a tablet for productivity or entertainment purposes are now considering convertible laptops as a more capable alternative. Additionally, the convenience of having a single device that can handle both smartphone and tablet functions appeals to many users.

Key Market Trends

Hybrid and 2-in-1 Tablet-Laptop Devices

A prominent trend in the United States tablet PC market is the growing popularity of hybrid and 2-in-1 tablet-laptop devices. These devices offer the best of both worlds, combining the portability and touchscreen functionality of tablets with the productivity and versatility of laptops. As more people seek flexible computing solutions that can adapt to various tasks, 2-in-1 devices have gained traction among professionals, students, and casual users alike. Hybrid devices often feature detachable or flip-over keyboards, allowing users to switch seamlessly between tablet and laptop modes. This trend is driven by the need for versatility, particularly in the context of remote work and online learning. Professionals appreciate the ability to use a tablet for meetings and presentations and then quickly attach a keyboard for content creation and multitasking. Students benefit from the convenience of notetaking with a stylus in tablet mode and completing assignments in laptop mode.

The market for 2-in-1 tablet-laptop devices is expected to continue growing as manufacturers invest in developing innovative form factors, improved performance, and optimized software experiences. This trend reflects the evolving demands of consumers who want devices that can adapt to their ever-changing work and lifestyle needs.

Focus on Productivity and Creative Capabilities

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Another significant trend in the United States tablet PC market is a renewed emphasis on productivity and creative capabilities. Tablets are no longer viewed solely as consumption devices; they have become essential tools for work, content creation, and artistic expression. To cater to this trend, tablet manufacturers are enhancing the performance of their devices, equipping them with more powerful processors, increased RAM, and improved graphics capabilities. These hardware upgrades enable users to run demanding applications, such as graphic design software, video editing tools, and 3D modelling programs, directly on their tablets. This shift towards productivity and creativity is particularly relevant for professionals in fields like graphic design, architecture, and content creation. Stylus support has also become a key feature of many tablets, allowing users to draw, write, and annotate with precision. Tablet makers have improved stylus technology to provide a more natural and responsive writing and drawing experience, making tablets a preferred choice for artists, note-takers, and those who require precise input. In addition to hardware enhancements, tablet manufacturers are collaborating with software developers to optimize applications for tablet use. This includes designing user interfaces that are touch-friendly and intuitive, as well as creating specialized apps for various industries and creative pursuits. This trend toward productivity and creativity is expected to continue, with tablets increasingly positioned as viable alternatives to traditional laptops and desktop computers for a wide range of professional and creative tasks.

Enhanced Connectivity and 5G Integration

Connectivity has become a crucial focus in the United States tablet PC market, and the rollout of 5G technology has been a driving force behind this trend. Tablets are no longer standalone devices; they are gateways to the cloud, enabling users to access online content, collaborate in real-time, and participate in high-definition video conferencing from anywhere with a strong network connection. The integration of 5G capabilities in tablets has unlocked a new level of connectivity, offering users lightning-fast data speeds and low latency. This is particularly relevant for professionals who rely on cloud-based applications, data-intensive tasks, and remote collaboration. With 5G, tablets can handle bandwidth-intensive applications like augmented reality (AR) and virtual reality (VR), opening new possibilities for both entertainment and productivity.

Tablet manufacturers are actively pursuing partnerships with telecommunication companies to ensure widespread 5G coverage, and they are incorporating advanced antenna technology to optimize signal strength and reception. Additionally, the growing use of eSIMs (embedded SIM cards) in tablets simplifies the process of connecting to 5G networks, providing users with seamless and hassle-free connectivity. The enhanced connectivity trend extends beyond 5G, with manufacturers also integrating advanced Wi-Fi standards, Bluetooth connectivity, and support for other wireless technologies. As tablets become more deeply integrated into the digital ecosystem, their ability to connect, communicate, and interact with other devices will continue to drive innovation in the United States tablet PC market.

Segmental Insights

Distribution Channel Insights

Based on distribution channel, the offline segment emerges as the predominant segment in the United States Tablet PC market, exhibiting unwavering dominance projected throughout the forecast period. This enduring prominence of the offline channel can be attributed to several factors. Firstly, offline retail outlets provide consumers with a tangible and hands-on experience, allowing them to physically interact with the devices, assess their features, and make informed purchasing decisions. Additionally, offline retailers often offer personalized customer service, which can be crucial in addressing customer queries and guiding them towards the most suitable tablet options. Furthermore, the availability of immediate gratification, with consumers being able to take home their chosen tablet immediately after purchase, continues to be a compelling factor that drives offline sales. While online channels are growing in popularity, particularly for convenience and extensive product variety, the offline segment's resilience underscores the enduring significance of brick-and-mortar stores in the tablet PC market within the United States.

End User Insights

Based on end user, the commercial segment in the United States Tablet PC market emerges as a formidable frontrunner, exerting its dominance and shaping the market's trajectory throughout the forecast period. This dominance is driven by several key factors. Firstly, the corporate sector increasingly relies on tablet devices for a range of applications, from enhancing productivity during business meetings and presentations to facilitating remote work and field operations. Additionally, educational institutions, including schools and universities, have embraced tablet technology as a crucial tool for digital learning, further bolstering the commercial segment. Moreover, the healthcare industry has witnessed a surge in tablet adoption for electronic health records

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(EHR) management, patient care, and telemedicine services. These various commercial sectors recognize the versatility and portability of tablets, making them indispensable for improving efficiency and convenience in their respective fields. As a result, the commercial segment continues to expand and shape the tablet PC market's trajectory, solidifying its dominance throughout the forecast period.

Regional Insights

The Northeast Region in United States has indisputably carved out a commanding presence within the country's Tablet PC market. Comprising states like New York, Massachusetts, New Jersey, and Connecticut, this region has long been at the forefront of technology adoption and innovation. Its bustling urban centers, such as New York City and Boston, are hubs of commerce, education, and technological advancement, driving a relentless demand for tablet devices. Businesses in the Northeast often turn to tablets for productivity and mobility, using them in various sectors such as finance, healthcare, and education. Furthermore, the Northeast Region boasts a vibrant academic landscape, with prestigious universities and research institutions. These institutions rely heavily on tablet technology for digital learning, research, and administrative tasks. This educational demand significantly bolsters the region's tablet market. The Northeast's affluence, coupled with a tech-savvy populace, has made it a focal point for tablet manufacturers looking to establish a strong presence. The region's consumers value cutting-edge technology and tend to adopt new devices swiftly, making it a pivotal market for product launches and innovations. In essence, the Northeast Region's influence in the United States Tablet PC market is indisputable, driven by its economic clout, technological prowess, and insatiable appetite for digital solutions, ensuring that it remains a dominant force in the industry.

Key Market Players

Apple Inc.

Samsung Electronics America, Inc.

Amazon.com, Inc.

Microsoft Corporation

Lenovo United States, Inc.

Acer Incorporated

ASUSTek Computer Inc.

TCL Technology Group Corporation

Alcatel-Lucent S.A.

Prestigio International Ltd.

Report Scope:

In this report, the United States Tablet PC market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

☐☐ United States Tablet PC Market, By Operating System:

o☐ Android

o☐ iOS

o☐ Windows

☐☐ United States Tablet PC Market, By Distribution Channel:

o☐ Offline

o☐ Online

☐☐ United States Tablet PC Market, By End User:

o☐ Consumer

o☐ Commercial

☐☐ United States Tablet PC Market, By Region:

o☐ Northeast United States

o☐ Southwest United States

o☐ West United States

o☐ Southeast United States

o☐ Midwest United States

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Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Tablet PC Market.

Available Customizations:

United States Tablet PC market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

□ Detailed analysis and profiling of additional market players (up to five).

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