

Global Tablet PC Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 220 pages | EMR Inc.

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Report description:

Global Tablet PC Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global tablet PC market size reached approximately USD 97.51 billion in 2023. Aided by rapid technological developments and changing consumer preferences, the market is further projected to grow at a CAGR of 15.8% between 2024 and 2032, reaching a value of nearly USD 366.58 billion by 2032.

A tablet PC, commonly referred to simply as a tablet, is a portable computing device featuring a touchscreen interface. It blends the functionalities of a traditional laptop and a smartphone, offering a versatile platform for various applications, such as web browsing, media consumption, gaming, productivity tasks, and more. Tablets are characterised by their sleek design, lightweight build, and user-friendly interface, making them an appealing choice for both personal and professional use.

The global tablet PC market has undergone significant transformation in recent years, driven by advancements in technology, changing consumer preferences, and evolving market dynamics. As a versatile device that bridges the gap between smartphones and laptops, tablets have found their niche across various segments, from personal use to professional applications.

One of the primary drivers of the tablet PC market growth is continuous technological innovation. Manufacturers are consistently enhancing hardware and software capabilities to meet the diverse needs of consumers. The integration of powerful processors, improved battery life, high-resolution displays, and advanced graphics has elevated the user experience, making tablets suitable for both entertainment and productivity. The adoption of cutting-edge technologies such as artificial intelligence (AI) and augmented reality (AR) further expands the functionality of tablets, enabling features like voice assistants, smart home integration, and immersive gaming experiences.

A notable global tablet PC market trend is the rise of hybrid and convertible models. These devices combine the portability of a tablet with the functionality of a laptop, catering to users who require versatility in their computing devices. Equipped with detachable keyboards and stylus support, hybrid tablets are particularly popular among professionals, students, and creative artists. The increasing demand for remote work and online education, accelerated by the COVID-19 pandemic, has further fuelled the adoption of these multi-functional devices.

Consumer preferences are also shifting towards larger-screen tablets, driven by the need for better visual experiences and enhanced productivity. Tablets with screen sizes above 10 inches are gaining traction, especially among users who engage in

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activities like video streaming, graphic design, and document editing. Larger screens offer more real estate for multitasking, making them ideal for both personal and professional use. This trend is complemented by advancements in display technology, including OLED and Mini-LED screens, which provide superior colour accuracy and brightness.

The advent of 5G technology is poised to revolutionise the tablet PC market development. With its promise of ultra-fast internet speeds, low latency, and enhanced connectivity, 5G enables seamless streaming, rapid downloads, and real-time collaboration. Tablets equipped with 5G capabilities are becoming increasingly popular, particularly in regions where the infrastructure for this next-generation network is being rapidly deployed. The integration of 5G not only enhances the user experience but also opens up new possibilities for applications such as cloud gaming, remote diagnostics, and virtual meetings.

The education and enterprise sectors are emerging as significant contributors to the global tablet PC market growth. In education, tablets are being widely adopted as interactive learning tools, facilitating digital classrooms and personalised learning experiences. Features like stylus support, educational apps, and multimedia capabilities make tablets an effective medium for engaging students. Similarly, in the enterprise sector, tablets are being utilised for various business applications, including digital presentations, fieldwork, and customer interactions. The portability and versatility of tablets make them an attractive option for businesses looking to enhance productivity and streamline operations.

Sustainability is becoming an important consideration for both manufacturers and consumers in the tablet PC market. Leading companies are increasingly focusing on eco-friendly practices, such as using recycled materials, reducing carbon footprints, and implementing energy-efficient manufacturing processes. Consumers, on the other hand, are becoming more conscious of the environmental impact of their purchases and are inclined towards brands that demonstrate a commitment to sustainability. This shift towards green initiatives is expected to influence purchasing decisions and drive the development of more sustainable tablet models.

The competitive landscape of the tablet PC market is characterised by the presence of several key players, including Apple, Samsung, Microsoft, Lenovo, and Huawei. Each of these companies is striving to differentiate their products through unique features, innovative designs, and competitive pricing. Apple continues to dominate the market with its iPad lineup, known for its robust ecosystem, seamless integration with other Apple devices, and consistent performance updates. Samsung and Microsoft are also making significant strides with their Galaxy Tab and Surface series, respectively, offering a range of options catering to different user segments.

The global tablet PC market exhibits varied growth patterns across different regions. North America and Europe remain key markets, driven by high consumer disposable incomes, advanced technological infrastructure, and strong demand for premium devices. Meanwhile, the Asia Pacific is witnessing rapid growth, fuelled by increasing internet penetration, a rising middle-class population, and growing adoption of digital devices. Countries like China, India, and Japan are emerging as lucrative markets, presenting significant opportunities for manufacturers to expand their presence and tap into the burgeoning consumer base.

Market Segmentation

The global tablet PC market can be divided based on operating system, screen size, end-use, distribution channel, and region.

Market Breakup by Operating System

- Android

- iOS

- Windows

Market Breakup by Screen Size

- 8 Inch

- 8 inch and Above

Market Breakup by End Use

- Consumer

- Commercial

Market Breakup by Distribution Channel

- Online

- Offline

Market Breakup by Region

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- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global tablet PC market. Some of the major players explored in the report by Expert Market Research are as follows:

- Apple Inc.
- Lenovo Group Ltd.
- Samsung Electronics Co., Ltd.
- Huawei Technologies Co., Ltd.
- AsusTek Computer Inc.
- LG Electronics Inc.
- Acer Inc.
- Xiaomi Group
- Nokia Corporation
- Hewlett Packard Enterprise Development LP
- Microsoft Corporation
- Other

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