

## **India Tablet Market Report and Forecast 2025-2034**

Market Report | 2025-05-29 | 105 pages | EMR Inc.

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### **Report description:**

The India tablet market reached approximately 4.03 Million Units in 2024. The market is projected to grow at a CAGR of 7.80% between 2025 and 2034, reaching a volume of around 8.54 Million Units by 2034.

#### India Tablet Market Growth

The transition to online education and digital learning platforms has created a higher demand for tablets among students and educators. As of October 17, 2022, the University Grants Commission recognised 66 HEIs that are authorised to offer a total of 371 programmes, including 136 undergraduate courses and 235 postgraduate courses in online mode. The number of HEIs providing online programmes has also risen by 38%, from 42 HEIs in 2020-21 to 58 in 2021-22.

The COVID-19 pandemic resulted in a significant rise in remote work, highlighting the need for reliable and high-performance tablets and laptops for professionals. This shift to remote work, initially a response to the pandemic, is now becoming a permanent arrangement, with 95% of Indian businesses intending to continue offering remote work options.

The market in India is being propelled by a combination of technological advancements, evolving consumer preferences, and supportive government policies. As digital transformation continues to permeate various aspects of life and work, the demand for tablets is expected to maintain its upward trajectory, bolstered by ongoing innovation and increasing affordability. Government programmes such as the Digital India campaign are designed to enhance digital literacy and internet access, which, in turn, leads to an increase in the sales of tablets and laptops. In 2023, the government of Uttar Pradesh in India set aside a budget of Rs 3,600 crore for providing tablets and smartphones free of charge to the younger generation.

#### India Tablet Industry Segmentation

"India Tablet Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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#### 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:

- East India
- West and Central India
- North India
- South India

#### India Tablet Market Share

Based on the distribution channel, the market is segmented into online and offline. The online segment is projected to grow at a CAGR of 12.3% during the forecast period of 2025-2034. □The combination of convenience, a wide selection of products, competitive pricing, and favourable shopping conditions have driven the surge in tablet sales through online channels, reflecting a broader shift in consumer behaviour towards digital shopping experiences.

#### Leading Companies in the India Tablet Market

Major market players are focusing on the adoption of cutting-edge technologies to gain a competitive edge.

- Apple Inc.
- Lenovo Group Ltd.
- Samsung Electronics Co. Ltd.
- AsusTek Computer Inc.

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- LG Corporation
- Acer Inc.
- Xiaomi Group
- Nokia Corporation
- Hewlett Packard Enterprise Development LP
- Microsoft Corporation
- Others

## **Table of Contents:**

- 1 Executive Summary
  - 1.1 Market Size 2024-2025
  - 1.2 Market Growth 2025(F)-2034(F)
  - 1.3 Key Demand Drivers
  - 1.4 Key Players and Competitive Structure
  - 1.5 Industry Best Practices
  - 1.6 Recent Trends and Developments
  - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
  - 2.1 Market Trends
  - 2.2 Key Verticals
  - 2.3 Key Regions
  - 2.4 Supplier Power
  - 2.5 Buyer Power
  - 2.6 Key Market Opportunities and Risks
  - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
  - 3.1 GDP Outlook
  - 3.2 GDP Per Capita Growth
  - 3.3 Inflation Trends
  - 3.4 Democracy Index
  - 3.5 Gross Public Debt Ratios
  - 3.6 Balance of Payment (BoP) Position
  - 3.7 Population Outlook
  - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
  - 4.1 Country Risk
  - 4.2 Business Climate
- 5 Asia Pacific Tablet Market Overview
  - 5.1 Key Industry Highlights

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- 5.2 Asia Pacific Tablet Historical Market (2018-2024)
- 5.3 Asia Pacific Tablet Market Forecast (2025-2034)
- 6 India Tablet Market Overview
  - 6.1 Key Industry Highlights
  - 6.2 India Tablet Historical Market (2018-2024)
  - 6.3 India Tablet Market Forecast (2025-2034)
- 7 India Tablet Market by Operating System
  - 7.1 Android
    - 7.1.1 Historical Trend (2018-2024)
    - 7.1.2 Forecast Trend (2025-2034)
  - 7.2 iOS
    - 7.2.1 Historical Trend (2018-2024)
    - 7.2.2 Forecast Trend (2025-2034)
  - 7.3 Windows
    - 7.3.1 Historical Trend (2018-2024)
    - 7.3.2 Forecast Trend (2025-2034)
- 8 India Tablet Market by Screen Size
  - 8.1 8 Inch
    - 8.1.1 Historical Trend (2018-2024)
    - 8.1.2 Forecast Trend (2025-2034)
  - 8.2 8 Inch and Above
    - 8.2.1 Historical Trend (2018-2024)
    - 8.2.2 Forecast Trend (2025-2034)
- 9 India Tablet Market by End-Use
  - 9.1 Consumer
    - 9.1.1 Historical Trend (2018-2024)
    - 9.1.2 Forecast Trend (2025-2034)
  - 9.2 Commercial
    - 9.2.1 Historical Trend (2018-2024)
    - 9.2.2 Forecast Trend (2025-2034)
- 10 India Tablet Market by Distribution Channel
  - 10.1 Online
    - 10.1.1 Historical Trend (2018-2024)
    - 10.1.2 Forecast Trend (2025-2034)
  - 10.2 Offline
    - 10.2.1 Historical Trend (2018-2024)
    - 10.2.2 Forecast Trend (2025-2034)
- 11 India Tablet Market by Region
  - 11.1 East India
    - 11.1.1 Historical Trend (2018-2024)
    - 11.1.2 Forecast Trend (2025-2034)
  - 11.2 West and Central India
    - 11.2.1 Historical Trend (2018-2024)
    - 11.2.2 Forecast Trend (2025-2034)
  - 11.3 North India
    - 11.3.1 Historical Trend (2018-2024)
    - 11.3.2 Forecast Trend (2025-2034)

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- 11.4 South India
  - 11.4.1 Historical Trend (2018-2024)
  - 11.4.2 Forecast Trend (2025-2034)
- 12 Market Dynamics
  - 12.1 SWOT Analysis
    - 12.1.1 Strengths
    - 12.1.2 Weaknesses
    - 12.1.3 Opportunities
    - 12.1.4 Threats
  - 12.2 Porter's Five Forces Analysis
    - 12.2.1 Supplier's Power
    - 12.2.2 Buyer's Power
    - 12.2.3 Threat of New Entrants
    - 12.2.4 Degree of Rivalry
    - 12.2.5 Threat of Substitutes
  - 12.3 Key Indicators for Demand
  - 12.4 Key Indicators for Price
- 13 Competitive Landscape
  - 13.1 Supplier Selection
  - 13.2 Key Global Players
  - 13.3 Key Regional Players
  - 13.4 Key Player Strategies
  - 13.5 Company Profiles
    - 13.5.1 Apple Inc.
      - 13.5.1.1 Company Overview
      - 13.5.1.2 Product Portfolio
      - 13.5.1.3 Demographic Reach and Achievements
      - 13.5.1.4 Certifications
    - 13.5.2 Lenovo Group Ltd.
      - 13.5.2.1 Company Overview
      - 13.5.2.2 Product Portfolio
      - 13.5.2.3 Demographic Reach and Achievements
      - 13.5.2.4 Certifications
    - 13.5.3 Samsung Electronics Co. Ltd.
      - 13.5.3.1 Company Overview
      - 13.5.3.2 Product Portfolio
      - 13.5.3.3 Demographic Reach and Achievements
      - 13.5.3.4 Certifications
    - 13.5.4 AsusTek Computer Inc.
      - 13.5.4.1 Company Overview
      - 13.5.4.2 Product Portfolio
      - 13.5.4.3 Demographic Reach and Achievements
      - 13.5.4.4 Certifications
    - 13.5.5 LG Corporation
      - 13.5.5.1 Company Overview
      - 13.5.5.2 Product Portfolio
      - 13.5.5.3 Demographic Reach and Achievements

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- 13.5.5.4 Certifications
- 13.5.6 Acer Inc.
  - 13.5.6.1 Company Overview
  - 13.5.6.2 Product Portfolio
  - 13.5.6.3 Demographic Reach and Achievements
  - 13.5.6.4 Certifications
- 13.5.7 Xiaomi Group
  - 13.5.7.1 Company Overview
  - 13.5.7.2 Product Portfolio
  - 13.5.7.3 Demographic Reach and Achievements
  - 13.5.7.4 Certifications
- 13.5.8 Nokia Corporation
  - 13.5.8.1 Company Overview
  - 13.5.8.2 Product Portfolio
  - 13.5.8.3 Demographic Reach and Achievements
  - 13.5.8.4 Certifications
- 13.5.9 Hewlett Packard Enterprise Development LP
  - 13.5.9.1 Company Overview
  - 13.5.9.2 Product Portfolio
  - 13.5.9.3 Demographic Reach and Achievements
  - 13.5.9.4 Certifications
- 13.5.10 Microsoft Corporation
  - 13.5.10.1 Company Overview
  - 13.5.10.2 Product Portfolio
  - 13.5.10.3 Demographic Reach and Achievements
  - 13.5.10.4 Certifications
- 13.5.11 Others

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