IDC reports W. European Q1 2015 tablet shipments are down by -10.5% Y-o-Y to reach 8.5 million units-- a contraction caused mainly by sluggish consumer demand, as the market sees a growth opportunity in the enterprise segment.

One has to note IDC counts both regular tablets and hybrid/2-in-1 devices within its generic "tablets" statistics.

Western Europe Tablets: Operating System Trends 1Q15 (Calendar Year) (000 Units)

Vendor	Unit Shipments 1Q14	Unit Shipments 1Q15	Unit % Share 1Q14	Unit % Share 1Q15	Unit Growth 1Q14 vs 1Q15
Android	6,092	5,517	63.8%	64.6%	-9.4%
iOS	2,989	2,304	31.3%	27.0%	-22.9%
Windows	465	722	4.9%	8.4%	55.4%
Total	**9,546**	**8,543**	**100.0%**	**100.0%**	**-10.5%**

Source: *IDC EMEA Tablet Tracker*, Final Results, 1Q15, May 2015

In fact, according to the analyst enterprise shipments are up by 51.3% Y-o-Y. Another opportunity spanning both enterprise and consumer markets comes in the shape of hybrid devices, with shipments growing by 44.4% Y-o-Y even as the category holds just 5.9% Q1 2015 market share.

"In the absence of major product launches, the beginning of 2015 failed to stimulate stronger consumer demand," sIDC says. "Growth opportunity, however, clearly continues to come from enterprises and professional segments. Vendors have significantly expanded their product portfolio with devices optimized for business usage. Demand for 2-in-1 devices is gathering

momentum driven by improved hardware offers as well as adjusted price points that are attracting private users as well as professionals."

IDC also predicts a brighter market for the rest of 2015-- consumers should soon start renewing existing devices, while the enterprise market will continue adopting tablets and hybrids, further improving outlook for the year.

The analyst points out the UK, France, Germany and the Nordics as "at the forefront" of enterprise tablet adoption, mainly thanks to mobility and digital strategies in both private and public sectors. Windows 10 should spur such growth even further, since it appears to resolve the software issues hampering enterprise tablet adoption.

When it comes to operating systems Android account for 64.6% of the Q1 2015 market, as most vendors offer tablets running on the OS. iOS maintains second place with 27% share (down from 31.3% in Q1 2014), while Windows tablets show 55.4% Y-o-Y growth through growing adoption of devices such as the Microsoft Surface Pro 3, the Acer T100 and the Acer Switch range.

Go IDC W. European Tablet Tracker Q1 2015