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Mobile internet is not just for smartphones, Gartner says-- cellular-embedded mobile PC, tablet and mobile hot spot device shipments are up by 5.6% to 112 million in 2015 as demand for always-on internet connectivity drives further adoption.



"Mobile access is not just about smartphones," the analyst remarks. "Consumers and business users alike want to connect multiple mobile devices to the Internet at an affordable cost or at an acceptable data rate."

The growing number of non-smartphone devices-- and resultant connection needs-- represent, of course, an opportunity for vendors, retailers and telcos. Some companies are even going for collaborations, such as the case of HP, Qualcomm and T-Mobile, who offer a 200MB of free data monthly with the 4G-enabled HP Stream Book 13.

Global cellular-embedded mobile PC (notebooks and premium ultramobiles) should grow from 1.8m to 4.9m from 2014 through 2019, with penetration growing from 1.3% to 2.7% of total mobile PCs. Such totals should remain relatively low, as the majority of mobile PCs find desk-based use, and such tend to have fixed broadband access. However Gartner points out an opportunity in premium ultramobiles, which tend to be preferred by frequent travellers willing to pay extra for easy internet access.

The analyst adds 60% of premium ultramobiles sold during the 2014-2019 forecast period will go to W. European customers.

The largest cellular-embedded device segment is, predictably, tablets. Gartner says 2014 sales reach 50m-- a total set to grow to 76m units by 2019, with 84% of device (basic and utility ultramobile) sales being from the consumer segment.

Interestingly, 62% of of cellular-embedded tablet sales should take place in emerging markets, thanks to a combination of tablets being primary internet devices and low fixed-broadband service pentration rates.

Meanwhile cellular-embedded mobile hot spot (My Wifi hot spot devices and USB dongles with built-in 2G/3G/4G modems or removable SIM cards) shipments should grow from 54m in 2014 to 70m in 2019. Such devices allow the tethering of multiple devices to a single connection, and are particularly popular in Japan due to relatively expensive data plans and less-flexible data packages.

Go Gartner Says WW Sales of Cellular-Embedded Mobile PCs, Tablets and Mobile Hot Spot Devices Will Exceed 112m in 2015