

SA: Huawei Sees Growth Even as Tablet Market Declines

Written by Marco Attard
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According to Strategy Analytics, while global tablet shipments are down by -7% Y-o-Y in Q2 2019, Huawei manages to see a 4% Y-o-Y increase despite the current trade war, even if demand might shift to other vendors, namely Samsung and Lenovo.



"Samsung and Lenovo shipment growth exceeded market performance, yet still showed declines of -1% and -6%, respectively," the analyst says. "Samsung has been stabilising its tablet shipments over the last couple of quarters, but this is a big opportunity to regain some customers as we enter a period where Huawei will face significant headwinds outside of China. Lenovo also stands to benefit from this change in the competitive landscape, but I'm concerned that if the trade war widens, Lenovo could be among a group of Chinese companies that are targeted by the Trump administration."

SA adds iPad shipments are down by -7% Y-o-Y to 10.7 million units, with Apple maintaining a 29% share on the global Q2 2019 market. The latest iPad Air and mini devices pushed ASPs higher together with continued strong demand for iPad Pro. The increase in ASPs boosts Apple profits but negatively impacts total shipments, and ultimately Apple is using iPad Pro to cannibalise the PC market, meaning the number of boxes shipped is probably not as important

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as the product mix.

Meanwhile demand for Windows detachable device has hit a slump during the commercial refresh, as commercial customers favour traditional notebook PCs. Convertible form factors out-compete detachables in terms of both price and performance, and while Microsoft continues to press its advantage and consolidate more Windows detachable share, other vendors find it difficult to compete in a crowded premium segment. Thus, Q2 2019 is the 6th straight quarter of Y-o-Y shipment and revenue increase for Microsoft.

Go [Strategy Analytics: Amidst Trade War, Huawei Tablet Shipments Grow in Q2 2019](#)