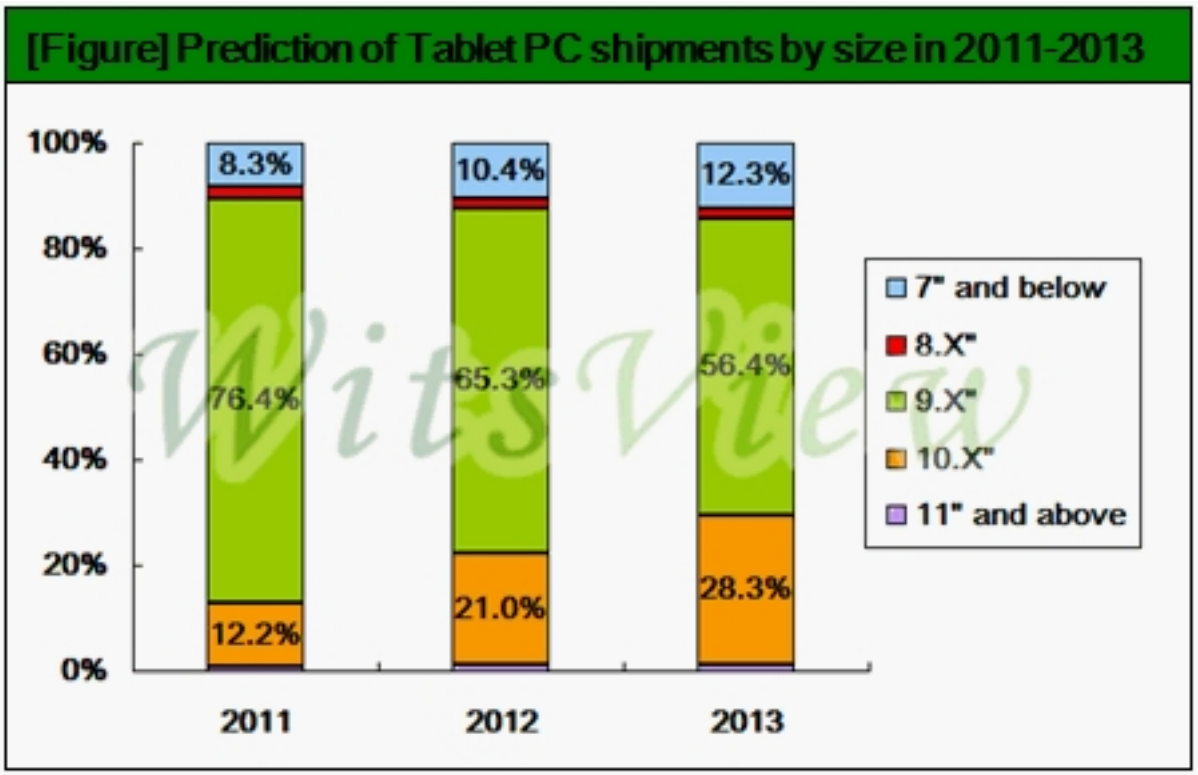
TrendForce's WitsView predicts customers will be going for bigger tablets these year, saying 9.7" and 10.1" models will make up 88.6% of 2011 WW tablet shipments.

However the analyst suggests that customers will only go for bigger devices on the short term-- with 7" tablets having great long term sales potential, with their market share growing to 12.3% by 2013 (from 2011's 8.3").



The reason? Lower prices.

The LCD panel and touch module account for around 40% of a tablet's cost, and there's a 20% - 30% price difference between a 7" and a 10.1" version of the same panel-- meaning a 7" tablet's unit cost is at least 10" less than a 10.1" model's.

Thus, 7" tablets are ripe for promotion as attractive low-cost devices, attracting more costumers and expanding the tablet market. These tablets could also fill a potential niche between 5" smartphones and 10.1" tablet PCs.

WitsView also suggests 7" devices are ideal for manufacturers wanting to avoid direct competition with Apple's iPad (whose screen measures 9.7").

Go TrendForce Witsview