

Tablet Market Facing Slowdown?

Written by Marco Attard
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The IDC reports WW tablet sales are slowing down-- with unit shipments for Q1 2011 reaching 7.2m, a 28% decline from Q4 2010.



Such a decline follows seasonal trends typical to more mature CE and computing categories. The WW eReader market also feels similar seasonality, with shipments going through such a similar decline and reaching 3.3m units.

The eReader market also shows Y-o-Y growth of 105% in Q1 2011 (Y-o-Y growth figures for tablets are not yet available).

The analyst still predicts growth for both markets' 2011-- with shipments forecasts reaching 53.5m for tablets and 16.2m for eReaders (a 24% increase over 2010).

Apple's tablets continue dominating the market, even if IDC describe Apple's Q1 2011 shipments as "well below expectations". Other vendors find the quest for market acceptance more difficult, even if the market share for Android-based devices grows to 34% (an increase of 8.2% from Q4 2011).

When it comes to eReaders, Barnes & Nobles' Nook beats the Amazon Kindle for the first time, no doubt thanks to its colour screen.

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