

## Amazon To Grab 2nd Place in Tablet Market

Written by Marco Attard  
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IHS iSuppli says the Amazon Kindle is "already shaking up the market"-- predicting the Amazon tablet will beat the competition to take 2nd place in the global Q4 2011 tablet market.

The iPad, of course, will remain firmly entrenched in 1st place.

**Preliminary Estimated Global Ranking of the Top 5 Media Tablet Brands in the Fourth Quarter of 2011 (Ranking by Unit Shipments in Thousands)**

Q4 2011 Rank	Brand	Estimated Q4 2011 Shipments	Estimated Q4 2011 Market Share	Q3 2011 Shipments	Q3 2011 Market Share	Sequential Growth
1	Apple	18,598	65.6%	11,123	69.7%	67.2%
2	Amazon	3,900	13.8%	0	0.0%	NA
3	Samsung	1,370	4.8%	1,250	7.8%	9.6%
4	Barnes & Noble	1,320	4.7%	750	4.7%	76.0%
5	HTC	355	1.3%	253	1.6%	40.3%
	Others	2,800	4.6%	2,582	4.3%	90.0%
	Total	28,343	100.0%	15,958	100.0%	77.6%

Source: IHS iSuppli December 2011

The analyst estimates Amazon will ship 3.9M Kindle Fire tablets in Q4 2011, taking over 13.8% of global tablet shipments. The total exceeds Samsung (1.8M units with 4.8% share) and is only 2nd to Apple (18.6M units with 65.6% share).

The Kindle Fire totals also contribute to a 7.7% increase in iSuppli 2011 tablet shipment estimates-- the analyst now predicts 2011 tablet shipments will reach 64.7M (up from August 2011 forecasts of 60M), with Y-o-Y growth reaching 273%.

The analyst also expects shipments will reach 287.2M by 2015.

Ultimately the ace up Amazon's retail sleeve is "rock bottom" pricing-- at \$199, the Kindle Fire

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costs less than it the \$201.70 iSuppli estimates the tablet costs to make. According to the analyst, Amazon plans to use the Kindle Fire to boost physical good sales, allowing the company to afford making a loss on hardware-- something the rest of the Android-based competition cannot.

After all Amazon offers Kindle Fire customers free one-month membership to Amazon Prime, with free movie and TV show access, the Kindle ebook lending library and (crucially) free 2-day shipping on physical goods.

Will Apple strike back at the Amazon attack? Some analysts speculate Apple will launch a lower-cost iPad version-- but more realistically, Apple could simply reduce iPad 2 prices with the inevitable iPad 3 launch, just as it did with the iPhone 4 launch last year.

Go [Red-Hot Kindle Fire Blazes its Way to Second Place in Tablet Market \(IHS iSuppli\)](#)