

Gartner: Apple Continues Dominating Tablets

Written by Marco Attard
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According to Gartner 2012 WW tablet sales will grow by 98% Y-o-Y to total 118.9m, as the Apple iPad continues dominating the market.

In comparison 2011 tablet sales total 20m units.

The analyst projects iPad global market share will reach 61.4% in 2012-- with non-Apple vendors finding limited success in the market, despite the international Amazon Kindle Fire launch.

Table 1
Worldwide Sales of Media Tablets to End Users by OS (Thousands of Units)

| OS | 2011 | 2012 | 2013 | 2016 |
|-------------------------|---------------|----------------|----------------|----------------|
| iOS | 39,998 | 72,988 | 99,553 | 169,652 |
| Android | 17,292 | 37,878 | 61,684 | 137,657 |
| Microsoft | 0 | 4,863 | 14,547 | 43,648 |
| QNX | 807 | 2,643 | 6,036 | 17,836 |
| Other Operating Systems | 1,919 | 510 | 637 | 464 |
| Total Market | 60,017 | 118,883 | 182,457 | 369,258 |

Source: Gartner (April 2012)

Making things worse for the competition is Apple resetting "the benchmark for the product to beat" with the new iPad.

What are non-Apple vendors to do? Gartner believes many are waiting for the Windows 8 release with hopes the Microsoft brand will help capture both consumer and enterprise markets-- estimating Microsoft tablets will account for 4.1% of 2012 tablet sales, before growing to 11.8% by 2016.

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Meanwhile Android tablets will account for 31.9% of 2012 tablet sales, even if device sales are still hampered due to the lack of dedicated Android tablet apps.

Windows tablets are particularly attractive for enterprise markets-- both IT departments and suppliers are familiar with the OS. Gartner predicts enterprise markets will account for around 35% tablet sales in 2015, even if many workplaces will also operate BYOD (Bring Your Own Device) policies.

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