

# Android tops as tablets go mainstream

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An Android 4.0 tablet on display at the International Consumer Electronics Show in Las Vegas on January 5, 2014

Tablet computer sales soared last year with Android-powered devices dethroning iPads atop a booming global market, according to figures released Monday by Gartner.

Sales of [tablet computers](#) surged to 195.4 million last year in a 68 percent jump from what was seen in 2012, the industry tracker reported.

The raw number of iPads sold climbed more than nine million to a total of 70.4 million.

Meanwhile, the portion of sales grabbed by [tablets](#) running on Google-backed Android rose to 61.9 percent last year from 45.8 percent in 2012, according to Gartner.

"In 2013, tablets became a mainstream phenomenon, with a vast choice of Android-based tablets being within the budget of mainstream consumers while still offering adequate specifications," Gartner research director Roberta Cozza said in a release.

Apple continues to rule the high-end of the market with iPads, but low-cost Android tablets appeal to buyers with slim budgets in emerging markets, according to Gartner.

California-based Apple's compelling "ecosystem" of music, games, films, and other digital content and services for mobile devices has rivals under pressure to provide similar experiences on tablets, Cozza said.

## Battle of the tablets

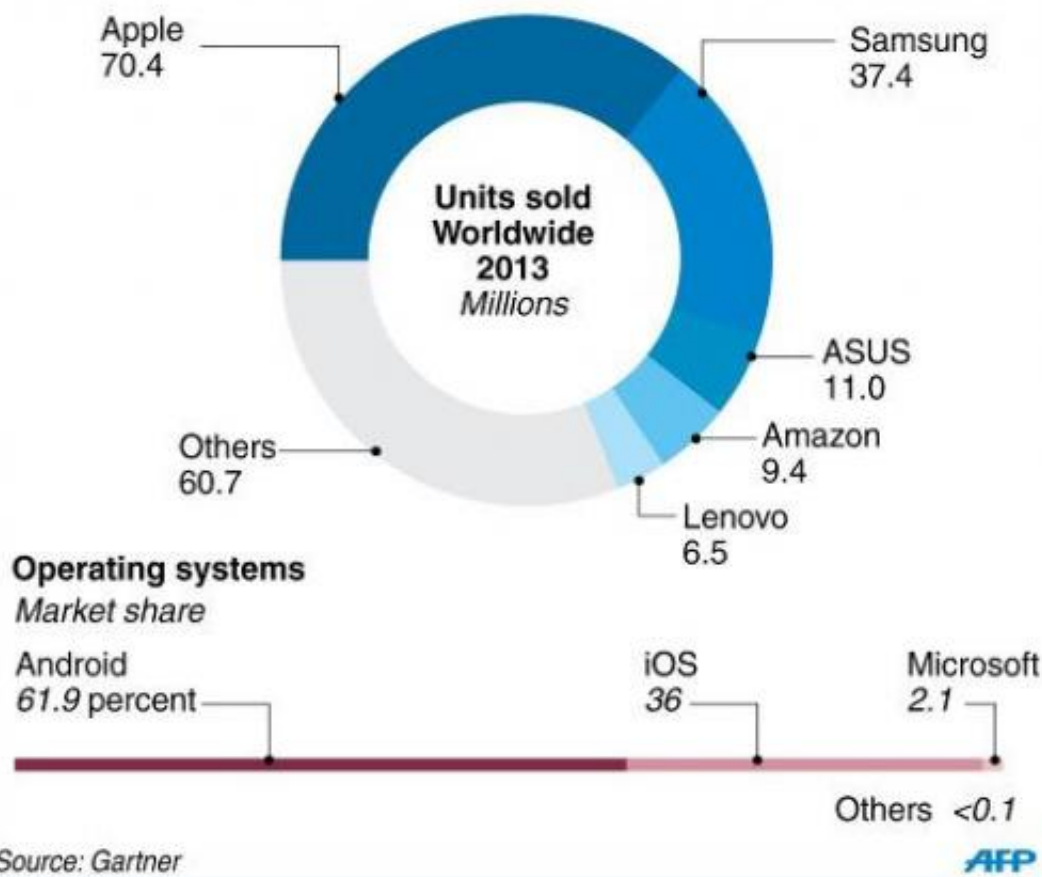


Chart showing the number of tablet computers sold in 2013

Apple remained the top tablet seller, but [sales](#) of Android devices by second-place Samsung more than quadrupled last year to 37.4 million, according to Gartner.

Microsoft sold slightly more than four million Windows-powered tablets in a jump from the prior year, but remained far behind the market leaders.

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