

# Tablet sales continue to slump

April 30 2015

---



Figures released on Thursday by International Data Corporation showed that the global tablet market continued to slump in the recently ended quarter

Figures released on Thursday by International Data Corporation showed that the global tablet market continued to slump in the recently ended quarter.

Shipments of tablets and "two-in-one" devices that combine tablet and laptop features sank to 47.1 million in a drop of nearly six percent from the first three months of last year, according to market-tracker IDC.

"Although the [tablet market](#) is in decline, two-in-one's are certainly a bright spot," said IDC senior research analyst Jitesh Ubrani.

"While two-in-one, or detachables, still account for a small portion of the overall market, growth in this space has been stunning."

The analyst said that companies such as Asus, Acer, and E-FUN have scored with value-priced two-in-one devices, while Microsoft has seen success at the high-end of the market with the Surface Pro 3.

Sales of Apple iPads have suffered from buyers preferring iPhones or Mac laptop computers, according to IDC.

Apple shipped 12.6 million iPads in the quarter as compared to 16.4 million in the same period a year earlier, the market-tracker reported.

IDC expected iPad sales to continue to shrink until an innovative new model, perhaps with a larger screen, is introduced.

Chinese computer titan Lenovo was one of the few [tablet](#) makers seeing growth in the declining overall [market](#) thanks to a diverse product line and low-price offerings, according to IDC.

Lenovo shipped 2.5 million tablets in the quarter as compared to two million shipped during the first three months of last year, IDC reported.

© 2015 AFP

Citation: Tablet sales continue to slump (2015, April 30) retrieved 27 April 2024 from <https://phys.org/news/2015-04-tablet-sales-slump.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is

provided for information purposes only.