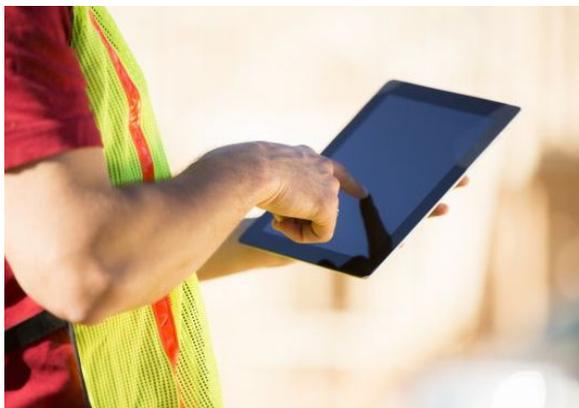


Tablets and Hybrid Products - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The once high-flying tablet market has taken a tumble. Sales growth, which stood at 52% in 2012, fell to less than 10% in 2013 and 2014, and then the market contracted in 2015 and 2016."

- **Billy Hulkower, Senior Technology Analyst**

This report looks at the following areas:

- Stagnating adoption
- Three quarters of owners acquired tablet in 2014-16
- Apple, Samsung gain share
- Tablets hemmed in by phablets, laptops

Qualitative and quantitative work conducted for this Report include current ownership, interest in owning multiple tablets, intent to purchase, how tablets are used, as well as how consumer tastes in tablets are shifting. Substantial weight in both qualitative and quantitative studies is given to consumer interest in the relatively new sector of hybrid laptop/tablets, as well as to how larger screen tablets emerging as an arena for growth.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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