

IDC: Apple Continues to Lead Tablets

Written by Marco Attard
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According to IDC the global tablet market sees shipment growth of 11.5% Y-o-Y in Q3 2014, with shipments reaching 53.8 million units as back-to-school promotions and US tablet demand drive shipment growth.

Apple continues to lead in the vendor rankings with 22.8% Q3 2014 market share, even if it sees declines of -12.8% Y-o-Y on shipments reaching 12.3m units. IDC accounts such declines to an extending iPad lifecycle, as well as consumer anticipation and the release of the iPhone 6 and 6 Plus.

Top Five Tablet Vendors, Shipments, Market Share, and Year-Over-Year Growth, Third Quarter 2014 (Preliminary Results, Shipments in millions)

| Vendor | 3Q14 Unit Shipments | 3Q14 Market Share | 3Q13 Unit Shipments | 3Q13 Market Share | Year-over-Year Growth |
|--------------|---------------------|-------------------|---------------------|-------------------|-----------------------|
| 1. Apple | 12.3 | 22.8% | 14.1 | 29.2% | -12.8% |
| 2. Samsung | 9.9 | 18.3% | 9.3 | 19.3% | 5.6% |
| 3. ASUS | 3.5 | 6.5% | 3.6 | 7.4% | -0.9% |
| 4. Lenovo | 3.0 | 5.7% | 2.3 | 4.8% | 30.6% |
| 5. RCA | 2.6 | 4.9% | 0.9 | 1.8% | 194.0% |
| Others | 22.5 | 41.8% | 18.1 | 37.4% | 24.4% |
| Total | 53.8 | 100.0% | 48.3 | 100.0% | 11.5% |

Source: IDC Worldwide Quarterly Tablet Tracker, October 30, 2014

Samsung follows with 18.3% market share and 5.6% Y-o-Y growth through its focus on markets like MEA and N. America, while Asus beats Lenovo to 3rd place via Windows-based 2-in-1 devices.

Lenovo comes to 3rd place with strong 30.6% Y-o-Y growth through its strength in emerging markets, and white box tablet maker RCA caps the Top 5 thanks to distribution deals with some of the biggest retailers in the world, not to mention demand for low-cost devices.

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"Although the low-cost vendors are moving a lot of volume, the top vendors, like Apple, continue to rake in the dollars," IDC remarks. "A sub-\$100 tablet simply isn't sustainable— Apple knows this—and it's likely the reason they aren't concerned with market share erosion."

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