Written by Marco Attard
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According to IDC W. European talbet shipments total 10.6 million units in Q4 2017-- a -13.1% Y-o-Y decline, further indication of the weakening state of the market, primarily due to regular "slate" tablets.

Slate tablet shipments are down by -15.4% Y-o-Y for the quarter, as such devices are now considered to be little more than simple media consumption devices with little no no productive use cases. In comparison, detachable tablets see traction in at least some areas, and as such post a minor -2% Y-o-Y decline.

Top 5 Companies: Western Europe

2017Q4 (Finals) (000 Units)

Company	2016Q4 Shipments	2016Q4 Share	2017Q4 Shipments	2017Q4 Share	YoY Growth
Apple	2,569	21.1%	2,543	24.1%	-1.0%
Samsung	2,203	18.1%	2,089	19.8%	-5.2%
Amazon.com	1,197	9.8%	967	9.1%	-19.2%
Lenovo	901	7.4%	809	7.6%	-10.3%
Huawei	459	3.8%	587	5.6%	27.7%
Others	4,831	39.8%	3,579	33.8%	-25.9%
Total	**12,161**	**100.0%**	**10,574**	**100.0%**	**-13.1%**

Source: *IDC Western Europe Personal Computing Device Quarterly Tracker (Tablet)*, 2017Q4

Detachable tablets see "very strong" commercial performance with 8.5% Y-o-Y growth and sales value (in euros) rising by 3.2% Y-o-Y, the result of increased enterprise adoption. The overall detachable tablet market is down by -1.4% Y-o-Y, with the consumer segment falling by -7.1% Y-o-Y as rapid convertible adoption cannibalises sales.

"Profitability is increasingly becoming the focus among the most important tablet manufacturers," the analyst says. "The performance of Apple and Samsung, the two main players in the Western European market, together representing over 40% of all tablet shipments, reflects the increasing concern for value over volume. Both posted double-digit growth in revenue YoY, despite the single-digit declines Y-o-Y in units."

In the W. European vendor rankings, Apple comes first with 24.1% Q4 2017 market share, even if shipments are down by -1% Y-o-Y. The iPad Pro (counted as a detachable by IDC) shows good traction in commercial and prosumer space, since it remains attractive as a notebook replacement. Samsung follows with 19.8% market share and shipment decline of -5.2%, if with sales growth of 8.2% Y-o-Y thanks to solid premium Android tablet performance.

Amazon comes 3rd in Q4 2017 with 9.1% share, despite steep shipment decline of -19.2% Y-o-Y. Driving sales for the online retailer turned device maker are steep discounts and the inclusion of the Alexa voice assistant. In 4th place is Lenovo with 7.6% market share and 0.2% shipment growth driven by strong detachable performance in commercial space, and 5th placing Huawei is the only top 5 vendor showing Y-o-Y shipment growth (27.7%), the result of increased presence in distribution.

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