

IDC: Tablets Return to Growth in Q3

Written by Alice Marshall
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The global tablet market sees a return to growth in Q3 2019, IDC reports-- shipments total 37.6 million units, a 1.9% Y-o-Y increase, with Apple maintaining leadership of the market while Amazon beats Samsung to 2nd place.

Top Five Tablet Companies, Worldwide Shipments, Market Share, and Year-Over-Year Growth, Third Quarter 2019
(Preliminary results, combined company view for the current quarter only, shipments in millions)

Company	3Q19 Shipments	3Q19 Market Share	3Q18 Shipments	3Q18 Market Share	Year-Over-Year Growth
1. Apple	11.8	31.4%	9.7	26.3%	21.8%
2. Amazon.com	5.5	14.5%	4.4	11.8%	25.6%
3. Samsung	4.6	12.3%	5.4	14.6%	-13.9%
4. Huawei	3.6	9.5%	3.7	10.2%	-4.4%
5. Lenovo	2.5	6.7%	2.3	6.3%	7.6%
Others	9.6	25.5%	11.4	30.9%	-15.8%
Total	37.6	100.0%	36.9	100.0%	1.9%

Source: IDC Worldwide Quarterly PCD Tracker, October 31, 2019

The new iPad leads Apple tablet shipments to grow by 21.8% Y-o-Y in Q3 2019. It also brings a 31.4% share of the market, up from 26.3% in Q3 2018. The latest device includes the Smart Connector, and combined with the iPad OS Apple is the largest player in detachable/hybrid space, as well as a greater threat to the traditional PC market.

Amazon takes 2nd place, with shipments growing by 25.6% Y-o-Y. Driving growth are a combination of the Fire 7 launch and the annual Prime Day Sale, and the Fire 10 refresh and upcoming holiday season should further cement Amazon as a popular tablet brand. Samsung follows with shipments dropping by -13.9% Y-o-Y to 4.6m units. The Tab A series accounts for over 50% of Samsung shipments, while the Tab S series helps raise the company as a premium Android tablet vendor.

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Huawei comes in 4th place with shipments reaching 3.6m units, a -4.4% Y-o-Y decline. The company continues to face pressure from the US, leading to a bit of retrenchment as the majority of shipments go to China. Lenovo rounds out the top 5 with share growing slightly from 6.3% in Q3 2018 to 6.7% in Q3 2019.

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