

The Tablet Market's Great Expectations

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Tablets are big business this year, with shipments for 1H 2011 growing by 420% Y-o-Y according to Digitimes-- and the analyst expects 150% Y-o-Y growth for 2H 2011.



Digitimes also expects tablet shipments to surpass 65m in 2011 with 200% Y-o-Y growth.

Apple will remain the tablet market's dominant force but its competition won't do badly either-- Digitimes says over 20m non-iPad tablets will ship in 2H 2011.

Android also shows rapid growth, with a penetration rate of over 30%.

When it comes to the tablet processor field, Texas Instruments will probably remain the firm to beat-- even if the non-Apple brands also show strong support for Nvidia's Tegra series.

Finally, Taiwan's touchscreen panel makers appear to be the partner of choice for brands "wishing to move into the tablet market quickly", according to Digitimes' report.

Go [Expectations for the 2H 2011 Tablet Market \(Digitimes\)](#)