

## IDC: Q3 iPad Shipments Slip, Androids Take Advantage

Written by Marco Attard  
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Android tablets gain global marketshare during Q3 2012 as Apple iPad shipments slip below analyst expectations according to IDC, leading to solid growth for the top Android tablet vendors.

iPad shipments for Q3 2012 total 14m, the result of a combination between weak economy and consumers preferring to wait it out for the awaited iPad mini. As a result, Apple tablet share is down-- from 65.5% in Q2 2012 to 50.4% in Q3 2012.

"We believe the [iPad mini]'s relatively high \$329 starting price leaves plenty of room for Android vendors to build upon the success they achieved in the third quarter," IDC remarks.

Overall Q3 2012 WW tablet shipments total 27.8 million with 49.5% Y-o-Y and 6.7% Q-o-Q growth.

**Top 5 Vendors, Worldwide Tablet Shipments, Third Quarter 2012 (Preliminary) (Units Shipments are in millions)**

Vendor	3Q12 Shipments	3Q12 Market Share	3Q11 Shipments	3Q11 Market Share	3Q12/3Q11 Growth
1. Apple	14.0	50.4%	11.1	59.7%	26.1%
2. Samsung	5.1	18.4%	1.2	6.5%	325.0%
3. Amazon.com	2.5	9.0%	NA	NA	NA
4. Asus	2.4	8.6%	0.7	3.8%	242.9%
5. Lenovo	0.4	1.4%	0.2	1.1%	100.0%
Others	3.3	12.2%	5.4	28.9%	-38.9%
All Vendors	27.8	100%	18.6	100%	49.5%

Source: IDC Worldwide Quarterly Tablet Tracker, November 5, 2012 (preliminary data)

On the other hand Samsung shows impressive growth-- 325% Y-o-Y (or 115% Q-o-Q), with Galaxy Tab and Note 10.1 shipments reaching 5.1m units and 18.4% global marketshare, a first

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for the company since the original iPad launch.

While Amazon does not provide official numbers, IDC estimates the online retailer turned tablet vendor holds 9% of the Q3 2012 market (up from 4.8% in Q2 2012) even if it only ships in the US.

Asus and Lenovo also see solid Y-o-Y growth-- Asus ships the Google-branded Nexus 7 tablet while Lenovo has a strong presence in the Chinese market.

"Competitors are turning up the pressure on market leader Apple," IDC concludes. The closing months of the year should prove to be even more interesting, as new Google, Amazon, Apple and Windows 8/RT tablets hit the market.

Go [Android Tablets Gain Momentum in Q3, Expectations Remain High for the Holiday Quarter \(IDC\)](#)