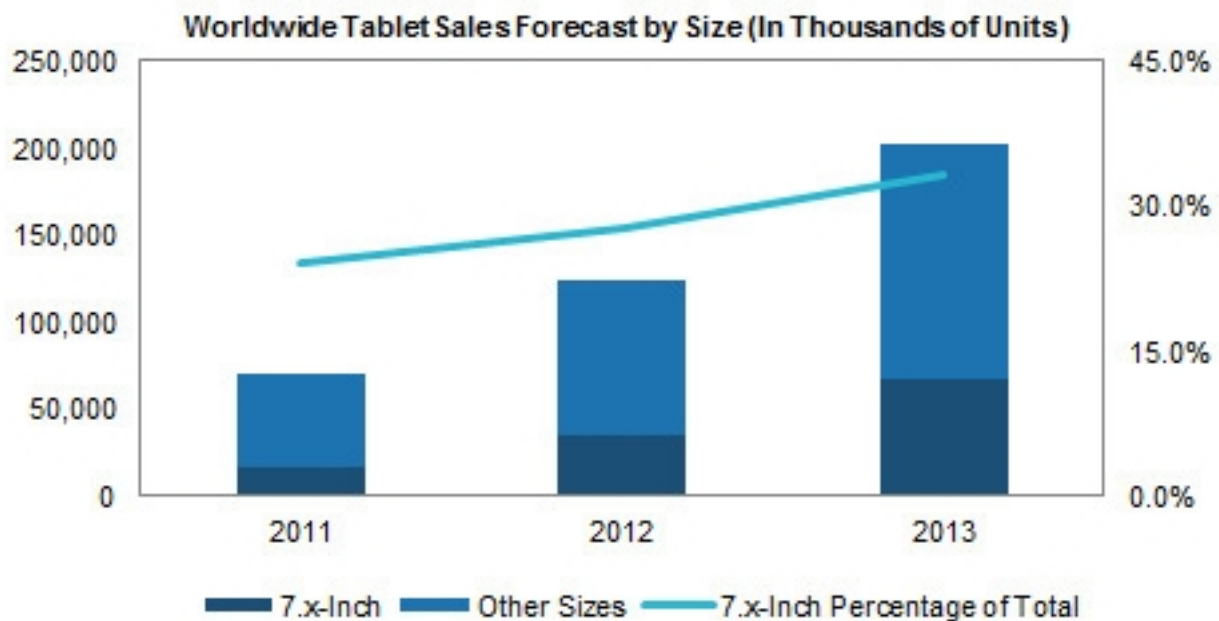


iSuppli: Smaller iPad to Boost 7-inch Market

Written by Marco Attard
23 October 2012

The smaller iPad will "turbocharge" the 7-inch tablet market IHS iSuppli reports, pushing the device category to nearly 100% growth as shipments reach 34 million in 2012 and 67m in 2013.

According to the analyst 2011 7-inch tablet shipments total 17m.



Source: IHS iSuppli Research, October 2012

"Just as Apple has dominated the market for 9.7-inch tablets the company is poised to rule the market for 7-inch products, driving rapid growth of the segment in 2012 and 2013," iSuppli remarks. "Apple will successfully position the smaller iPad as a device that will be attractive and easy to adopt for both new and returning customers. This will spur rapid sales growth and provide tough competition for other companies contending in this size range."

Through an Apple entry the 7-inch category will also gain bigger tablet market share-- from 24% in 2011 to 28% in 2012 and 33% in 2013.

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Android tablet vendors (such as Google) have found a competitive niche with the 7-inch category. A smaller iPad will demand a move towards more exotic form factors, namely 8-inch. iSuppli also predicts Windows 8 and RT will find a home in devices with 10-inch-and-larger displays.

Go [Smaller iPad to Contribute to Doubling of 7-inch Tablet Market](#)