

## **IDC: Q4 Tablet Shipments Reach "Record"**

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Global Q4 2012 tablet shipments outpace forecasts with "record" totals according to IDC, as the market grows by 75.3% Y-o-Y and shipments reach 52.5 million units, up from 29.9m in Q4 2011.

Catalysts for such growth include lower average selling prices (ASPs), a wider product range and increased holiday spending.

Of course, tablets are a stark contrast to PCs-- where shipments saw declines during the holiday season, a first in over 5 years.

Apple continues to lead the market, with shipments reaching 22.9m units (wih 48.1% Y-o-Y growth) thanks to the iPad mini and 4th generation iPad launches. However increasingly strong competition continues to cause decline in Apple tablet share, from 46.4% in Q3 2012 to 43.6% in Q4.

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Vendor	4Q12 Shipments	4Q12 Market Share	4Q11 Shipments	4Q11 Market Share	4Q12/4Q11 Growth
1. Apple	22.9	43.6%	15.5	51.7%	48.1%
2. Samsung	7.9	15.1%	2.2	7.3%	263.0%
3. Amazon.com Inc.	6.0	11.5%	4.7	15.9%	26.8%
4. ASUS	3.1	5.8%	0.6	2.0%	402.3%
5. Barnes & Noble	1.0	1.9%	1.4	4.6%	-27.7%
Others	11.6	22.1%	5.5	18.5%	108.9%
All Vendors	52.5	100%	29.9	100%	75.3%

Source: IDC Worldwide Quarterly Tablet Tracker/Quarterly Q1 2012 (preliminary data).  
**IDC Q4 2012 Tablet Market Tracker** (http://www.idc.com/infobooks/quarterly-tablet-tracker/q4-2012) © 2012 IDC. All rights reserved.