

Strategy Analytics: Android Top Tablet Dog

Written by Marco Attard
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According to Strategy Analytics Android dominates the Q2 2013 tablet market, with the OS making 67% of global shipments reaching 51.7 million units with 43% Y-o-Y growth.

Android tablet shipments total 34.6m units through devices from both big OEMs (Samsung, Amazon, Google) and white box ODMs.

Global Total (incl White.Box) Tablet OS Shipments (Millions of Units)	Q2 '12	Q2'13
Apple iOS	17.0	14.6
Android	18.5	34.6
Windows	0.2	2.3
Blackberry	0.0	0.1
Others	0.3	0.0
Total	36.1	51.7
Global Total (incl White.Box) Tablet OS Marketshare %	Q2 '12	Q2'13
Apple iOS	47.2%	28.3%
Android	51.4%	67.0%
Windows	0.5%	4.5%
Blackberry	0.9%	0.2%
Others	0.0%	0.0%
Total	100.0%	100.0%
Growth Year-over-Year %	116%	43%

Source: Strategy Analytics Tablets Service

On the other hand the iPad sees Q2 2013 shipments dropping by -14% Y-o-Y to 14.6m units as iOS market share falls from 47.2% in Q2 2012 to 28.3%. One has to keep in mind the quarter saw no new iPad launches, even if the iPad mini has been on the market for a while.

Microsoft Q2 2013 global market share grows to a "niche" 4.5% (up from a mere 0.5% in Q2 2012), growth probably spurred by aggressive Windows RT tablet price cuts. However app shortage remains a problem, and developers see little incentive to work on the platform.

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Meanwhile the PlayBook is all but forgotten-- BlackBerry market share amounts to just 0.2%, with shipments reaching 100000 units.

Go [Strategy Analytics Global Tablet OS Market Share Q2 2013](#)