

Gartner: 7.6% Growth for Devices in 2014

Written by Marco Attard
09 January 2014

According to Gartner global device (as in PCs, tablets, ultramobiles and mobile phones) shipments will reach 2.5 billion with 7.6% growth in 2014, with Android as dominant OS across all device categories.

"The device market continues to evolve, with buyers deciding which combination of devices is required to meet their wants and needs," Gartner says. "Mobile phones are a must have and will continue to grow but at a slower pace, with opportunities moving away from the top-end premium devices to mid-end basic products."

Worldwide Device Shipments by Segment (Thousands of Units)

Device Type	2012	2013	2014	2015
PC (Desk-Based and Notebook)	341,273	299,342	277,939	268,491
Tablet (Ultramobile)	119,529	179,531	263,450	324,565
Mobile Phone	1,746,177	1,804,334	1,893,425	1,964,788
Other Ultramobiles (Hybrid and Clamshell)	9,344	17,195	39,636	63,835
Total	2,216,322	2,300,402	2,474,451	2,621,678

Source: Gartner (December 2013)

Mobile phones should dominate, with 2014 shipments reaching 1.9bn with 5% growth. Ultramobiles (covering tablets, hybrids and clamshells) will take over as main growth driver, as 2014 growth is forecast to reach 54%.

"Complimentary smaller tablets will take over from the larger tablet form factors, providing the added mobility that consumers desire at a lower cost and will compete with hybrids for consumer attention," the analyst adds.

Overall tablet growth should total 47% thanks to lower ASPs. According to a Q3 2013 Gartner consumer study held in Brazil, China, France, Germany, Italy, the UK, the US and Japan over 66% of tablets are used outside the home-- a usage pattern similar to smartphones, since small form factors drive portability.

Gartner: 7.6% Growth for Devices in 2014

Written by Marco Attard
09 January 2014

Meanwhile the PC market will remain essentially flat (0.2% growth, still an improvement over the -9.9% decline of 2013) thanks to an uptake in Windows ultramobiles, even as traditional PCs continue to decline (-7% to 278m units). According to the analyst desk-based PCs find use as a shared content creation tool, with tablets, hybrids and lighter notebooks addressing other, increasingly diverse, demands.

Worldwide Device Shipments by Operating System (Thousands of Units)

Operating System	2012	2013	2014	2015
Android	503,690	877,885	1,102,572	1,254,367
Windows	346,272	327,956	359,855	422,726
iOS/Mac OS	213,690	266,769	344,206	397,234
RIM	34,581	24,019	15,416	10,597
Chrome	185	1,841	4,793	8,000
Others	1,117,905	801,932	647,572	528,755
Total	2,216,322	2,300,402	2,474,414	2,621,678

Source: Gartner (December 2013)

When it comes to OS share Android dominates with shipments forecast to reach 1.1bn users, a 26% increase over 2013. "There is no doubt that there is a volume versus value equation, with Android users also purchasing lower-cost devices compared to Apple users," Gartner concludes. "Android holds the largest number of installed-base devices, with 1.9bn in use in 2014, compared with 682m iOS/Mac OS installed-base devices."

Go [Gartner Forecast: PCs, Ultramobiles and Mobile Phones WW 2010-2017 Q4 2013 Update](#)