

Gartner: combined Devices to Reach 2.5bn in 2014

Written by Marco Attard
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According to Gartner as traditional PCs continue to fall and substitution from PC to tablet declines global 2014 combined device (PC, tablet, ultramobiles, mobile phones) shipments are to reach 2.5 billion units with 6.9% growth.

"Tablet substitution of notebooks will start to dissipate from this year onward as consumers and businesses align the right device with the right usage pattern," the analyst says. "As they do this, we will see where dedicated devices (such as tablets), or hybrid devices (detachable or convertible devices), fit in the overall portfolio of devices."

Worldwide Device Shipments by Segment (Millions of Units)

Device Type	2013	2014	2015
Traditional PCs (Desk-Based and Notebook)	296.1	276.7	263.0
Tablets (Ultramobile)	195.4	270.7	349.1
Mobile Phones	1,807.0	1,895.1	1,952.9
Other Ultramobiles (Hybrid and Clamshell)	21.1	37.2	62.0
Total	2,319.6	2,479.8	2,627.0

Source: Gartner (March 2014)

Meanwhile the device market saturates, meaning pressures on margins continue to increase and vendors look at different ways to cope. Either way prices will fall, even if customers also value useful device features such as better portability or connectivity.

Mobile phones remain the largest segment, with 2014 shipments reaching 1.9bn units with 4.9% growth. Gartner projects 2014 growth as coming from the lower-end premium and the higher-end basic segments. A lack of "compelling" hardware innovation only marginally extended 2013 upgrade cycles, but customers in emerging markets including MEA and E. Europe should offset weak(er) mature markets as they upgrade their devices.

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Worldwide Device Shipments by Operating System (Millions of Units)

Operating System	2013	2014	2015
Android	879,8	1,171.0	1,358,3
Windows	325,1	339,1	379,3
iOS/Mac OS	241,4	286,4	324,5
Others	873,2	683,5	565,2
Total	2,319.6	2,479.8	2,627.0

Shipments include mobile phones, ultramobiles and PCs

Source: Gartner (March 2014)

[Gartner PC, Ultramobile and Mobile Phones Worldwide Shipments 2013-2015](#)