

## Cheap and Cheerful to Dominate the Tablet Market?

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The iPad might rule the tablet market, but the situation might change soon enough-- ABI Research predicts low cost (sub-\$400) tablets will take over 60% of the market by 2016, while the over \$400 segment shrinks.



The tablet market remains a booming segment 3 years after its general birth. Tablet models currently on sale total over 220 models ABI says, with the majority having sub-\$400 price points.

Display sizes are also set to change-- while tablets with wide aspect displays (9" and over) account for 75% of total 2011 tablet shipments (mostly due to iPad 2 shipments) the analyst expects smaller (7-9") models to gain more ground in the future. How come? Customers preferring the more portable option, mainly.

ABI says eReaders will also remain relatively strong. The market offers over 30 different models from major vendors, while 2011 growth totals 33% Y-o-Y (with 2012 Y-o-Y growth to reach 20%). However the slow pace of digitisation of local content will continue holding both eReader and tablet adoption back in key emerging markets.

Go [Apple Will Maintain Tablet Market Dominance in the Short Term, Low Cost Segment to Take 60% by 2016 \(ABI Research\)](#)