According to Canalys European tablet adoption is lagging behind other territories, as EMEA shipments reach 4.7m units in Q1 2012 with 180% Y-o-Y growth.



In comparison global Q1 2012 tablet shipments triple from Q1 2011, reaching 20.3m units.

"The challenging economic conditions in Europe are affecting the market," Canalys says in explanation of the EMEA totals, echoing concerns from other analysts.

Content availability is also a problem-- the combination of different languages and digital rights regulations makes the consistent localisation of content across Europe complicated and costly.

According to the analyst, the territories presenting vendors with most growth opportunities are within Asia Pacific, particularly China (currently 2nd biggest tablet market following the US).

Apple continues dominating the market, with 58% Q1 2012 market share (down from 74% in Q1 2011). Following are Amazon with 10% share (even if all Kindle Fire shipments are in N. America), Samsung and Asus.

Go European Tablet Adoption Lags Behind Other Regions (Canalys)