

ABI: Tablets to Reach 100m

Written by Marco Attard
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Global tablet shipments "set a new record" in Q2 2012, reaching around 25 million units with 77% Y-o-Y (or 36% Q-o-Q) growth according to ABI research-- leading the analyst to forecast shipments will reach over 100m in 2012.



It is good to note only 27% of tablets shipped in Q2 2012 carry mobile broadband (3/4G), a -12% Y-o-Y decline as consumers prefer to stick to wifi in order to keep device costs down.

Apple continues to lead the WW tablet market, surprising exactly noone with 69% Q2 2012 shipment share. Total iPad shipments total 17m units, nearly matching the 2010 WW tablet shipment total of 17.3m units.

ABI also estimates iPad ASPs are down by -19% Y-o-Y.

Samsung retains the 2nd place in the vendor rankings, with market share reaching 8.1%. Amazon and Asus follow.

One can expect an even more interesting tablet arena in H2 2012-- Nexus 7 tablet shipments will start counting in the analyst totals, Microsoft will launch the Surface and other vendors will be releasing a bevy of devices running on either Android or Windows 8.

Go [Tablet Market on Track to Exceed 100m Shipments in 2012 \(ABI Research\)](#)

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