

## ABI: Android Tablets "Take the Baton"

Written by Marco Attard  
02 October 2013

---

A leadership shift is taking place in the tablet market ABI Research reports-- Android tablets beat the iPad family in the Q2 2013 shipment and revenue stakes as overall shipments grow by 23% Y-o-Y (or drop -17% Q-o-Q).



Tablet revenues total \$12.7 billion with Apple taking only 50%, \$6.3bn.

"Smaller 7-inch tablets are finally the majority of shipments," the analyst adds. "The 7.9-inch iPad mini represented about 60% of total iPad shipments and 49% of iPad-related device revenues in the quarter."

The chief driver behind such change is ASPs-- 2012 had iPad ASPs dropping by -17% (due to the iPad mini) while rest of market grew by 17%.

"Twelve months is a long time for the peak lifecycle of a contemporary tablet," ABI concludes. "To remain a leader, Apple must continue to innovate and address real-world market needs."

Go [Android Ecosystem Takes the Baton from iPad in Tablet Race \(ABI Research\)](#)