

IDC: Apple Continues to Lead Tablets

Written by Marco Attard
05 November 2014

According to IDC the global tablet market sees shipment growth of 11.5% Y-o-Y in Q3 2014, with shipments reaching 53.8 million units as back-to-school promotions and US tablet demand drive shipment growth.

Apple continues to lead in the vendor rankings with 22.8% Q3 2014 market share, even if it sees declines of -12.8% Y-o-Y on shipments reaching 12.3m units. IDC accounts such declines to an extending iPad lifecycle, as well as consumer anticipation and the release of the iPhone 6 and 6 Plus.

Top Five Tablet Vendors, Shipments, Market Share, and Year-Over-Year Growth, Third Quarter 2014 (Preliminary Results, Shipments in millions)

Vendor	3Q14 Unit Shipments	3Q14 Market Share	3Q13 Unit Shipments	3Q13 Market Share	Year-over-Year Growth
1. Apple	12.3	22.8%	14.1	29.2%	-12.8%
2. Samsung	9.9	18.3%	9.3	19.3%	5.6%
3. ASUS	3.5	6.5%	3.6	7.4%	-0.9%
4. Lenovo	3.0	5.7%	2.3	4.8%	30.6%
5. RCA	2.6	4.9%	0.9	1.8%	194.0%
Others	22.5	41.8%	18.1	37.4%	24.4%
Total	53.8	100.0%	48.3	100.0%	11.5%

Source: IDC Worldwide Quarterly Tablet Tracker, October 30, 2014

Samsung follows with 18.3% market share and 5.6% Y-o-Y growth through its focus on markets like MEA and N. America, while Asus beats Lenovo to 3rd place via Windows-based 2-in-1 devices.

Lenovo comes to 3rd place with strong 30.6% Y-o-Y growth through its strength in emerging markets, and white box tablet maker RCA caps the Top 5 thanks to distribution deals with some of the biggest retailers in the world, not to mention demand for low-cost devices.

IDC: Apple Continues to Lead Tablets

Written by Marco Attard
05 November 2014

"Although the low-cost vendors are moving a lot of volume, the top vendors, like Apple, continue to rake in the dollars," IDC remarks. "A sub-\$100 tablet simply isn't sustainable— Apple knows this—and it's likely the reason they aren't concerned with market share erosion."

Go [IDC WW Quarterly Tablet Tracker](#)