

## ABI: Tablet Installed Base Falls in 2016

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The global tablet installed base becomes the "next unexpected victim" in 2016 ABI Research reports, as shipments of larger mobile devices decline after the promising early sales seen in 2010 and 2011.



"The global installed base of branded tablets will peak around 373 million units at the close of 2015," the analyst says. "Led by N. America at 48% of the installed base, the operating system mix is expected to be more balanced with 50% powered by Android, while 42% will use iOS."

ABI points out a number of reasons for the change in tablet installed base figures. Some customers buy a new tablet in order to retain unique apps and content, usability and durability, but others replace tablets with converged solutions such as phablets (for some an ideal marriage of smartphone and tablet) or 2-in-1 ultraportable PCs (an arguably more ideal solution for small business customers, especially with Windows 10 as 10).

Others don't even bother getting another tablets, with the devices either handed down, resold or simply going unused in favour of another solution.

"The change is an opportunity for both incumbent tablet vendors as well as challenger brands and form-factors," the analyst concludes.

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