

Strategy Analytics: Windows Taking Android Tablet Share

Written by Marco Attard
26 November 2015

According to Strategy Analytics, Android might be king of tablets (in terms of OS share) but Windows is set to grab a bigger slice of the pie-- as much as 18% by 2019, up from the current 10% OS market share.



The analyst says Android accounts for 68% of 2015 tablet OS share, while 2nd placing iOS commands 22%. However it also remarks Microsoft is doing something right when it comes to tablets, as 2015 Windows-powered tablet shipments are up by 58% and more growth is expected for the future.

Thus, if Strategy Analytics is correct the 2019 tablet market should see Windows share total 18%, iOS reach 23% and Android at 59%, making Microsoft gain through Google's losses.

"Windows Tablet market share has dwindled in the mid-single digit range for the last few years but Windows devices now run the gamut," the analyst says. "Power, graphics, and functionality aside, Windows 10 provides a stable base from which the ecosystem can grow and we are entering a world where Windows Tablets take significant market share from Android Tablets on the low end and compete head-to-head with iPad in the high and premium segments."

Go [Strategy Analytics Tablet Operating System Forecast 2010-2019](#)