

IDC: Apple and Huawei Lead Declining W. European Tablet Market

Written by Frederick Douglas
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W. European tablet shipments are down by -10.1% Y-o-Y to reach 6.3 million units, IDC reports, with Apple and Huawei as the only vendors in the top 5 to see some measure of growth during the quarter.

The analyst attributes such declines to market saturation, lengthening life cycles and a lack of innovation, at least in a consumer segment with shipments dropping by -6.1% Y-o-Y. The commercial segment sees a "degree of resilience" through certain niche use-case deployments. Detachables/hybrid devices also see a challenging Q2 2018, with shipments falling by -23.3% Y-o-Y. This is due to premium Apple and Microsoft devices dominating the market, leading price-constrained customers to consider cheaper alternatives such as lower-end convertibles or even traditional PCs.

Top 5 Companies: Western Europe

2Q18 (Finals) (000 Units)

Company	2Q18 Shipments	2Q18 Share	2Q17 Shipments	2Q17 Share	YoY Growth
Apple	1,940	30.7%	1,902	27.0%	2.0%
Samsung	1,413	22.3%	1,647	23.4%	-14.2%
Huawei	577	9.1%	274	3.9%	110.3%
Lenovo	484	7.6%	632	9.0%	-23.4%
Amazon	281	4.4%	308	4.4%	-8.6%
Others	1,631	25.8%	2,275	32.3%	-28.3%
Total	6,326	100.0%	7,038	100.0%	-10.1%

Source: IDC Western Europe Personal Computing Device Quarterly Tracker (Tablet), 2018Q2

"Apple repeated last year's successful strategy of positioning the iPad at a more attractive price point to address the erosion of consumer demand for tablets," IDC remarks. "This triggered a wave of renewals of old iPads and some Android tablets which helped Apple to perform above the market average and regain the leading position in W. Europe."

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Another W. European tablet winner is Huawei-- the Chinese company has found a sweet spot in the lower mid-range price bands, and is taking over market share from other Android-based device makers. As a result, Huawei stands 3rd in the vendor top 5 (after Apple and Samsung) with 110.3% Y-o-Y shipment growth.

As mentioned earlier, Apple leads the W. European Q2 2018 tablet market, with the launch of the newer, attractively priced iPad leading to 30.7% share and 2% Y-o-Y growth. Samsung follows with 22.3% share and shipment declines of -14.2% Y-o-Y, the result of sluggish premium Android device performance as well as inventory management in preparation of the Galaxy Tab S4 launch.

Lenovo stands 4th with 7.6% market share and a "heavy" -23.4% Y-o-Y decline. The company is all too focused on consumer and lower-priced models and as such is susceptible to competition from Huawei and the cheaper iPad. In 5th place is Amazon, with 4.4% share and -8.6% Y-o-Y decline, predictably weaker Q2 2018 performance as consumers delay purchases until early July for Prime Day.

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