

Tablet Market Declines but Huawei Sees Growth

Written by Marco Attard
14 August 2019

Strategy Analytics reports global tablet shipments fell -7% Y-o-Y in Q2 2019 and Windows demand continued to slide as the commercial refresh now favors lower-cost notebook and convertible PC form factors. Huawei manages to see a 4% Y-o-Y increase despite the current trade war, even if demand might shift to other vendors, namely Samsung and Lenovo.

Global Tablet Shipments by Vendor
(Preliminary Results, Millions of Units)

Vendor	Q2 '19	Q2 '18	Growth Y/Y
Apple	10.7	11.6	-7%
Samsung	4.9	5.0	-1%
Huawei	3.9	3.7	4%
Amazon	2.0	1.5	38%
Lenovo	1.9	2.0	-6%
Others	14.0	16.7	-16%
Totals	37.4	40.4	-7%

Global Tablet Market Share by Vendor
(Preliminary Results, % of Total Shipments)

Vendor	Q2 '19	Q2 '18
Apple	28.6%	28.6%
Samsung	13.2%	12.4%
Huawei	10.4%	9.3%
Amazon	5.4%	3.6%
Lenovo	5.0%	4.9%
Others	37.4%	41.2%
Totals	100%	100%

"Samsung and Lenovo shipment growth exceeded market performance, yet still showed declines of -1% and -6%, respectively," the analyst says.

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"Samsung has been stabilising its tablet shipments over the last couple of quarters, but this is a big opportunity to regain some customers as we enter a period where Huawei will face significant headwinds outside of China. Lenovo also stands to benefit from this change in the competitive landscape, but I'm concerned that if the trade war widens, Lenovo could be among a group of Chinese companies that are targeted by the Trump administration."

Strategy Analytics adds iPad shipments dropped -7% Y-o-Y to 10.7 million units, with Apple maintaining a 29% share of the global Q2 2019 market. The latest iPad Air and mini devices pushed ASPs higher together with continued strong demand for iPad Pro. The increase in ASPs boosts Apple profits but negatively impacts total shipments-- and ultimately Apple is using iPad Pro to cannibalise the PC market, meaning the number of boxes shipped is probably not as important as the product mix.

Meanwhile demand for Windows detachable devices has hit a slump during the commercial refresh, as commercial customers favour traditional notebook PCs. Convertible form factors out-compete detachables in terms of both price and performance, and while Microsoft continues to press its advantage and consolidate more Windows detachable share, other vendors find it difficult to compete in a crowded premium segment. Thus, Q2 2019 is the 6th straight quarter of Y-o-Y shipment and revenue increase for Microsoft.

Go [Strategy Analytics: Amidst Trade War, Huawei Tablet Shipments Grow in Q2 2019](#)