

Strategy Analytics reports Q3 2014 tablet shipments total 55.2 million units, a 6% Y-o-Y increase (or 5% Q-o-Q) in part driven by devices with innovative form factors from Asus and Lenovo.

Exhibit 1: Global Tablet Vendor Shipments and Market Share in Q3 2014

Global Tablet Vendor Shipments (Millions of Units) and Market Share					
Vendor	Q3 '14 Marketshare %		Q3 '13 Marketshare %		Growth Y/Y
White Box	16.5	29.9%	13.9	26.7%	19%
Apple	12.3	22.3%	14.1	27.1%	-13%
Samsung	9.7	17.6%	10.5	20.2%	-8%
Asus	3.1	5.6%	3.5	6.8%	-12%
Lenovo	3.0	5.4%	2.3	4.4%	30%
Acer	1.3	2.3%	1.2	2.3%	5%
Others	9.3	16.8%	6.5	12.5%	43%
Totals	55.2	100.0%	52.0	100%	6%

Source: Strategy Analytics Tablet & Touchscreen Strategies Service

Android OS share reaches 72%, an all-time high fueled by white box Android tablets available in many different screen size, connectivity and price options. Meanwhile Windows reaches 6%, a record for Microsoft thanks to a full quarter of Surface Pro 3 availability.

Exhibit 2: Global Tablet Operating System (OS) Shipments and Market Share in Q3 2014

Global Tablet OS Shipments (Millions of Units) and Market Share					
Vendor	Q3 '14 Marketshare %		Q3 '13 Marketshare %		Growth Y/Y
iOS	12.3	22.3%	14.1	27.1%	-13%
Android	39.8	72.0%	35.0	67.4%	14%
Windows	3.2	5.7%	2.9	5.5%	9%
Others	0.0	0.0%	0.0	0.0%	0%
Totals	55.2	100.0%	52.0	100%	6%

Source: Strategy Analytics Tablet & Touchscreen Strategies Service

Strategy Analytics: Lenovo, Asus Drive Q3 Tablets

Written by Marco Attard
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"The momentum is building in the enterprise and vertical markets," the analyst says. "Future tablet growth will depend on enterprise-class devices used for productivity rather than media consumption. Microsoft just recently announced it is putting its full and sustained support behind the ongoing Surface program and the partner vendors are also supporting Windows tablets."

On the vendor side Apple remains on top with shipments reaching 12.3m, even if with -13% Y-o-Y decline. Strategy Analytics predicts future Apple growth will remain muted, at least until the company manages to win back high-end market share through new tablet form factors.

Go [Lenovo and Asus Growth Drives an Improved Q3 2014 for Global Tablet Market \(Strategy Analytics\)](#)