

Gartner: Slow Tablet, PC Sales for 2015

Written by Marco Attard
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Gartner predicts a slow 2015 for the tablet market, with global sales growing by 8% to 233 million units following a "troubled" 2014, one where growth failed to reach the levels seen in the last 4 years.

Table 1

Worldwide Device Shipments by Segment, 2014-2016 (Millions of Units)

Device Type	2014	2015	2016
Traditional PCs (Desk-Based and Notebook)	279	259	248
Ultramobile Premium	39	62	85
PC Market Total	318	321	333
Tablets	216	233	259
Mobile Phones	1,838	1,906	1,969
Other Hybrids/Clamshells	6	9	11
Total	2,378	2,470	2,572

Source: Gartner (January 2015)

Note: The Ultramobile Premium category includes devices such as Microsoft's Windows 8 Intel x86 products and Apple's MacBook Air.

The Tablets category includes devices such as, iPad, iPad Mini, Samsung Galaxy Tab S 10.5, Nexus 7 and Acer Iconia Tab 8.

Other Hybrids/Clamshells include devices such as HP Pavilion 11, Lenovo Yoga 2 11 and Dell Inspiron 13.

"The collapse of the tablet market in 2014 was alarming," the analyst remarks. "In the last 2 years global sales of tablets were growing in double-digits. The steep drop can be explained by several factors. One is that the lifetime of tablets is being extended-- they are shared out amongst family members and software upgrades, especially for iOS devices, keep the tablets current. Another factor includes the lack of innovation in hardware which refrains consumers from upgrading."

The slowdown is not only seen in tablets, mind-- Gartner says global 2015 overall device (PCs, tablets, ultramobiles and mobile phones) shipments should total 2.5 billion with 3.9% growth. PC shipments will be up by just 1% to 321m units, while mobile phones are to reach 1.8bn units with 3.7% growth.

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"The smartphone market is becoming polarised between the high- and low-end market price points," Gartner says. "On one hand, the premium phone with an average selling price at \$447 in 2014 saw growth dominated by iOS, and on the other end of the spectrum you have Android and other open OS phones' growth area in the basic phone segment, where the average phone costs \$100. For the midrange smartphones, the market opportunity is becoming increasingly limited."

Table 2

Worldwide Device Shipments by Operating System, 2014-2016 (Thousands of Units)

Operating System	2014	2015	2016
Android	1,156,111	1,454,760	1,619,030
iOS/Mac OS	262,615	279,415	298,896
Windows	333,017	355,035	393,256
Others	626,358	380,545	261,155
Total	2,378,101	2,469,755	2,572,338

Shipments include mobile phones, ultramobiles (including tablets) and PCs

Source: Gartner (January 2015)

On the OS front, 2014 Android device shipments total 1bn, and are forecast to grow by 26% in 2015. Gartner also predicts Windows devices will grow faster than iOS, thanks to a (more) stable PC market and the iPhone failing to find "significant" growth.

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