

## Tablet Market: Who Will Win?

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The Financial Times reports tablet numbers will reach 300M by 2015 (nearly reaching 2008 PC sales) according to Credit Suisse.



However the future tablet market will mirror the current netbook market, being "subject to brutal price competition" and split between high-end and budget models.

According to Credit Suisse Apple will lock-up the high end of the market, as customers will refuse to pay iPad prices for non-iOS tablets.

Meanwhile the rest of the competition (Lenovo, Motorola, HP, RIM, Sony, Samsung) will have to lower their prices-- unless another company manages to close the iOS quality gap.

Amazon could also prove to be a spanner in the works-- if the rumours of an Amazon Kindle tablet costing \$250 prove true, "price competition could touch even Apple's beautiful devices," the FT says.

Go [Tablet Computers: Come Round to My Pad \(FT.com\)](http://www.ft.com)