

Digitimes: iPad Shipments to Reach Record Low

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24 February 2016



Global iPad shipments are set to total 9.8 million units in Q1 2016, Digitimes Research predicts-- a -20% Y-o-Y (or -39.1% Q-o-Q) decline and a historical low for the Apple tablet.

Meanwhile overall Q1 2016 tablet shipments are forecast to fall by -8.6% Y-o-Y to 46.65m. The analyst says Apple accounts for 21% of shipments, followed by Samsung (14%), Lenovo (7.2%), Amazon (5.8%), Huawei (4%), Asus (2.7%), Microsoft (2.6%), TCL (2.6%), LG (1.8%) and Acer (1.2%).

The most popular devices are 7-inch numbers, accounting for 35.4% of shipments. Other screen sizes include 7.9-inch (13.8%), 8.x-inch (6.1%), 9.x-inch (23.8%), 10.x-inch (10.1%) and 11-inch (10.8%).

Go [Apple to See Record Low iPad Shipments in Q1 2016](#)