

IDC Points Out Detachable Opportunity

Written by Marco Attard
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According to IDC, while 2016 global tablet shipments are to drop, the market retains a bright spot in detachable devices-- so much so, the category is set to help tablets return to positive (if single digit) growth post-2017.

Worldwide Detachable Tablet Market Share and Year-Over-Year Growth by OS, 2016* & 2020*		
OS	2016*	2020*
Android	18.2%	23.1%
iOS	28.5%	22.4%
Windows	53.3%	54.5%
Detachable YoY Growth	73.0%	15.0%
Source: IDC Worldwide Quarterly Tablet Tracker, March 8, 2016.		

The analyst forecasts detachable tablet shipments will grow from 16.6m units in 2015 to 63.8m in 2020, with 2020 market share reaching 30%, up from 8% in 2015.

The rise of detachables should bring about two changes in the tablet industry-- larger screen (9-inch+) devices will become more popular and Microsoft will start becoming a force in tablets, eating into Android market share. How come? IDC describes Windows 10 as "the logical choice" of OS for detachables (especially larger devices), and it should remain so unless either Google unites its Android and Chrome efforts or Apple decides to introduce touch to Mac OS X.

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"Beyond the growing demand for detachable devices, we're also witnessing an increase in competition within this segment that will help drive design, innovation, and a decline in average prices," IDC adds. "At the latest MWC, we saw new entrants, like Alcatel and Huawei, coming from the mobile space and expanding their portfolio to address the demand for detachables. Everyone in the industry recognises that traditional personal computers like desktops and notebooks will potentially be replaced by detachables in the coming years and this is why we will see a lot of new products being introduced this year."

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