

## Retailers: Where is Your Tablet Section?

Written by Gurpreet Kaur  
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Anyone who is following the tablet market knows **the pace at which vendors are announcing and now shipping products to the channel.**

The category has exploded in terms of number of players from a single vendor in April 2010 (read Apple here) to 19 vendors currently selling tablets in the 18 retail chains monitored by gap intelligence each week.

However, unlike more established categories like computers, digital cameras and TV's, **tablets right now do not have a dedicated section devoted to them in any store...**

If a consumer is out shopping for a tablet, then it is pretty much a guarantee that he/she will have to explore two to three different sections in a store to find the product he/she is looking for.

Tablets can be found anywhere ranging from computer departments, to cell phone and accessories sections, as well as random stand-alone placements.

For example, if you were in Best Buy shopping for a tablet, here is how your retail path will look like.

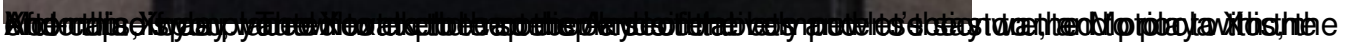
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Be sure to check out the Apple iPad section. You will find the Apple iPad section

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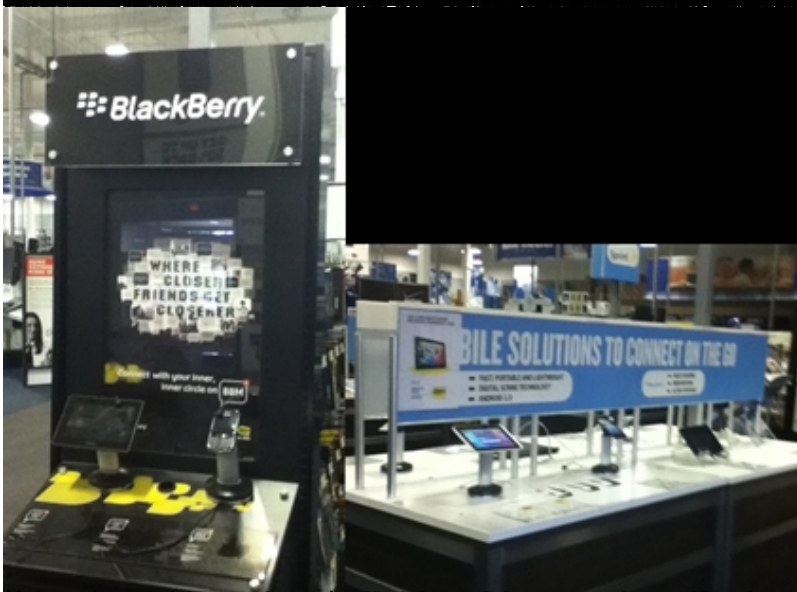
With 16 gigabyte of storage space and a 10.1 inch screen, the Motorola Xoom is a tablet that is as powerful as a laptop. It is also the first tablet to be released by Motorola.



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