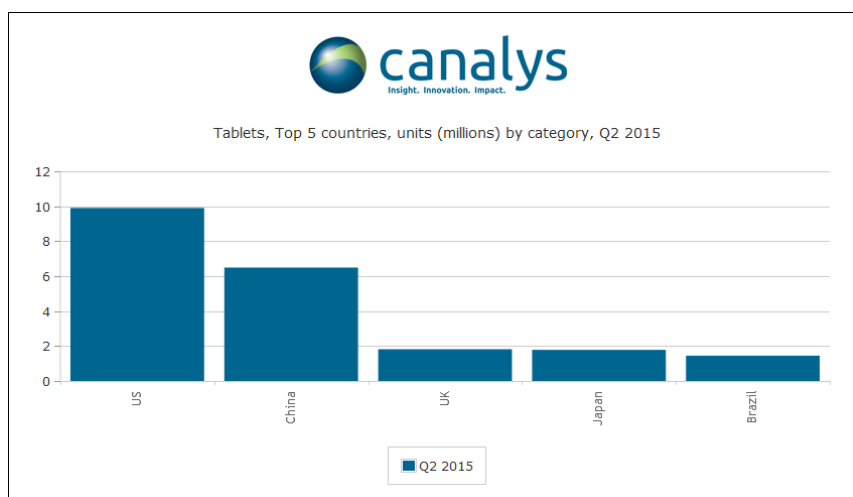


## Media alert: Apple leads in key countries as tablet market falls 11% in Q2 2015

Shanghai, Palo Alto, Singapore and Reading (UK) - Tuesday, 11<sup>th</sup> August, 2015

Tablet shipments continued to wane in Q2 2015, falling 11% year on year to 42.5 million units. After three years of explosive growth, the tablet market peaked in Q4 2013, going into decline a year later. Tablet shipments fell in every worldwide region in Q2 2015, with no reason to believe that growth will return in the short term. Sales in high-growth markets are dwindling as large-screen smart phones grow in popularity to become buyers' first Internet-enabled devices of choice. In addition, tablets will have to compete against a new wave of two-in-one devices designed to take advantage of Windows 10.



‘Despite the sudden downturn in shipments, tablets are certainly here to stay. Yes, they have matured and commoditized quickly, but there are still opportunities for vendors to profit from the category,’ said Tim Coulling, Canalys Senior Analyst. ‘Unlike consumers, businesses have been slow when it comes to mass adoption of tablets. They are willing to spend more on products that satisfy a specific need and meet key requirements, around durability for example. In the consumer space, demand for premium tablets in established markets has noticeably slowed but is not going to disappear. The top five countries accounted for half the world’s tablet shipments and Apple led in all but one, Brazil. It is well placed to continue leading the market for the time being.’

If you are interested in further information, please contact us:

- Canalys Americas: +1 650 681 4488  
Daniel Matte: [daniel\\_matte@canalys.com](mailto:daniel_matte@canalys.com) +1 650 384 9733  
Chris Jones: [chris\\_jones@canalys.com](mailto:chris_jones@canalys.com) +1 650 450 1513

- **Canalys APAC:** +65 6671 9399 (Singapore) / +86 21 2225 2888 (China)  
TZ Wong: [tz\\_wong@canalys.com](mailto:tz_wong@canalys.com) +65 6671 9384 (Singapore)  
Jason Low: [jason\\_low@canalys.com](mailto:jason_low@canalys.com) +86 159 2128 2971 (China)
- **Canalys EMEA:** +44 118 984 0520  
Rachel Lashford: [rachel\\_lashford@canalys.com](mailto:rachel_lashford@canalys.com) +44 7775 503 940  
Tim Coulling: [tim\\_coulling@canalys.com](mailto:tim_coulling@canalys.com) +44 7900 991 852

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Americas: Suite 316, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488  
APAC: Room F/G, 7/F, Jinjiang Xiangyang Tower, 993 Nanjing West Road, Jing An District, Shanghai, 200041, China | tel: +86 21 2225 2888  
APAC: 1 Robinson Road, AIA Tower, #14-02, Singapore 048542 | tel: +65 6671 9399  
EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520  
e-mail: [inquiry@canalys.com](mailto:inquiry@canalys.com) | web: [www.canalys.com](http://www.canalys.com)