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## Report on market trends for tablet computers

### Introduction

When Steve Jobs first showed the world his new innovation “the iPad” he got laughed at because reporters did not think anyone would use such a device. They quickly got shown otherwise. The market for tablet computers is growing rapidly ever since. Customers love tablets and most manufactures realized that and are now trying to catch up to the market share of the iPad.

### Why customers love tablets

Tablets fill the gap between smartphones and computers. They are not as convenient to carry everywhere like a smartphone but they do not need time to boot like a computer and are not as expensive. Their big screen allows for convenient web research and browsing the various social networks while sitting on the couch and watching TV for example.

### Market research

It is not surprising that Apple had a market share of over 80% in 2010 since they were the tablet innovators with their only real competitor being Samsung at roughly 10% but ever since that year, Apples market shares have been going downhill. In 2012 only a little more than half of the tablets were produced and sold by Apple. That is mainly due to the fact that most of the smartphone manufacturers entered the tablet business.

### Product variety

Even though Apple is the dominant force in the business, it is important to keep a variety of different tablets in stock because there is a big difference between Android and Apple iOS tablets and there are a lot of customers that simply do not want the enclosed Apple ecosystem that comes with every iPad.

### Conclusion

Apple iPads are the dominant force on the market and most popular among customers but they have very limited customization options. Android tablets on the other hand can be highly customized, a feature that fans of technical devices really appreciate.

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