



## **Worldwide Tablet Shipments Continue to Decline in Q4 2019, According to IDC**

**FRAMINGHAM, Mass., January 30, 2020** – The worldwide tablet market declined 0.6% year over year during the fourth quarter of 2019 (4Q19) as global shipments fell to 43.5 million units, according to preliminary data from the International Data Corporation (IDC) [Worldwide Quarterly Tablet Tracker](#). For the full year 2019, the tablet market shrank 1.5% year over year as global shipments totaled 144 million units.

### ***Tablet Company Highlights***

**Apple** maintained its lead in the holiday quarter, growing 22.7% year over year. The new iPad launched last quarter accounted for nearly 65% of their shipments and helped the company gain share to 36.5% compared to 29.6% last year. As the company's product portfolio is moving more towards detachables, slate tablet shipments have been at an all-time low with a 79.3% decline.

**Samsung** regained the second position despite another year-over-year decline in its shipments. The company shipped 7 million units in the quarter. Even with growth across its detachable portfolio, mainly from the Tab S series, the company couldn't offset the decline from its slate tablets.

**Huawei** shipped 4 million units in 4Q19 for a year-over-year decline of 2.8%. The decline was relatively mild compared to the overall market even though the company continues to face pressure from the United States. As a result, the majority of Huawei's sales come from Asia/Pacific, in particular China, where it still managed to record some growth. The new MatePad Pro 10.8" boosted growth but the MediaPad M series continued to account for the bulk of sales in Huawei's detachable portfolio.

**Amazon.com** slipped to the fourth position during the quarter with a decline of 29% year over year. Black Friday sales on Fire HD 10, Fire HD 8, and Fire 7 drove unit volume and the Kids Editions of its tablets managed to account for a substantial portion of overall sales. The retail giant, which is now ranked second in slate tablet shipments (Samsung is first), is slowly expanding to additional markets but this has not been enough to offset the decline in the United States.

**Lenovo** was one of two companies in the top 5 that recorded year-over-year growth in shipments. Its share slightly increased from 5.3% in 4Q18 to 5.8% in the current quarter. Their slate shipments continued to record growth in the holiday quarter. With the majority of the company's

sales in the low-priced tablet segment, its best market performance continues to be in Asia/Pacific followed by Europe.

<b>Top Five Tablet Companies, Worldwide Shipments, Market Share, and Year-Over-Year Growth, Fourth Quarter 2019</b> (Preliminary results, combined company view for the current quarter only, shipments in millions)					
<b>Vendor</b>	<b>4Q19 Shipments</b>	<b>4Q19 Market Share</b>	<b>4Q18 Shipments</b>	<b>4Q18 Market Share</b>	<b>Year-Over-Year Growth</b>
1. Apple	15.9	36.5%	12.9	29.6%	22.7%
2. Samsung	7.0	16.1%	7.6	17.3%	-7.4%
3. Huawei	4.0	9.1%	4.1	9.3%	-2.8%
4. Amazon.com	3.3	7.6%	4.7	10.6%	-29.0%
5. Lenovo	2.5	5.8%	2.3	5.3%	8.3%
Others	10.8	24.9%	12.2	27.9%	-11.1%
<b>Total</b>	<b>43.5</b>	<b>100.0%</b>	<b>43.7</b>	<b>100.0%</b>	<b>-0.6%</b>
Source: IDC Worldwide Quarterly PCD Tracker, January 30, 2020					

See Table Notes below.

<b>Top Five Tablet Companies, Worldwide Shipments, Market Share, and Growth, 2019</b> (Preliminary results, combined company view for the current quarter only, shipments in millions)					
<b>Vendor</b>	<b>2019 Unit Shipments</b>	<b>2019 Market Share</b>	<b>2018 Shipments</b>	<b>2018 Market Share</b>	<b>Year-Over-Year Growth</b>
1. Apple	49.9	34.6%	43.3	29.6%	15.2%
2. Samsung	21.7	15.1%	23.4	16.0%	-7.2%
3. Huawei	14.1	9.8%	14.6	10.0%	-3.5%
4. Amazon.com	13.0	9.0%	11.8	8.1%	9.9%
5. Lenovo	8.5	5.9%	8.8	6.0%	-4.2%
Others	37.0	25.7%	44.3	30.3%	-16.6%
<b>Total</b>	<b>144.1</b>	<b>100.0%</b>	<b>146.2</b>	<b>100.0%</b>	<b>-1.5%</b>
Source: IDC Worldwide Quarterly PCD Tracker, January 30, 2020					

**Table Notes:**

- Data is preliminary and subject to change. Some IDC estimates prior to financial earnings reports. Data for all companies are reported for calendar periods.
- Total tablet market includes slate tablets plus detachable tablets. References to "tablets" in this release include both slate tablets and detachable devices.
- "Convertibles" refers to convertible notebooks, which are notebook PCs that have keyboards that can either flip, spin, or twist, but unlike detachable tablets, convertible notebook keyboards are hardwired to the display.
- Shipments include shipments to distribution channels or end users. OEM sales are counted under the company/brand under which they are sold.
- The "Company" represents the current parent company (or holding company) for all brands owned and operated as subsidiary.

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