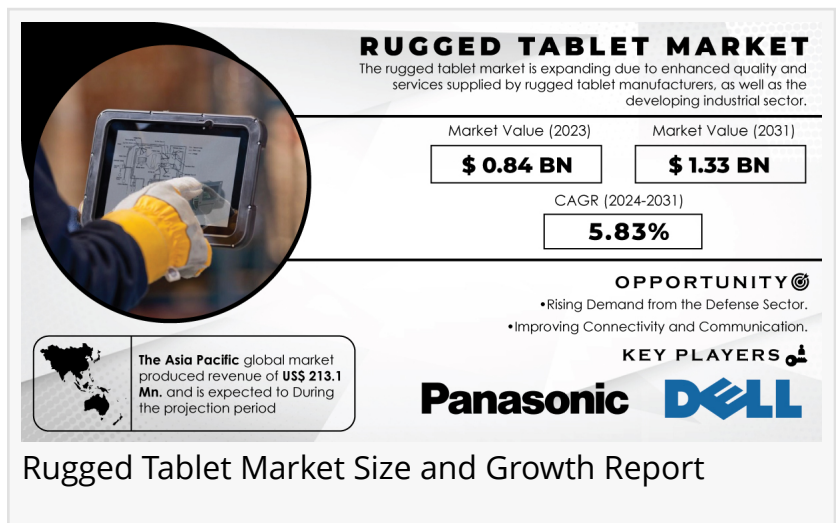


# Rugged Tablet Market to Hit USD 1.33 Billion by 2031, Fueled by Rising Demand in Defense and Industrial Sectors

*Rugged Tablet Market Size, Share, Growth Drivers and Regional Analysis, Global Forecast 2024 - 2031*

AUSTIN, TEXAS, UNITED STATES, May 24, 2024 /EINPresswire.com/ -- Rugged Tablet Market Size & Growth Outlook

The SNS Insider report reveals that the Rugged Tablet Market is projected to reach USD 1.33 Billion by 2031. It was valued at USD 0.84 Billion in 2023 and growing at a CAGR of 5.83% during the forecast period of 2024-2031.



The defense sector has emerged as a major growth driver for the rugged tablet market.

- These tablets' resistance to vibrations, temperature fluctuations, shocks, and water damage makes them indispensable tools for military personnel and field operations. Governments worldwide invest in rugged devices to enhance communication, data access, and operational efficiency in defense scenarios. Furthermore, the industrial sector's increasing adoption of rugged tablets is another significant factor propelling market expansion. These devices offer reliability and durability in demanding industrial environments, such as construction sites, manufacturing plants, and oil rigs. Rugged tablets streamline operations, improve productivity, and enable real-time data collection and analysis in these sectors.

- The healthcare industry is also witnessing a rising demand for rugged tablets due to their ability to withstand sterilization processes and function reliably in clinical settings. Rugged tablets aid healthcare professionals in accessing patient records, medical imaging, and treatment protocols, enhancing patient care and operational efficiency.

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## KEY PLAYERS:

- Panasonic Holdings Corporation
- Samsung Electronics
- Dell Inc.
- HP Development Company L.P.
- DT Research Inc.
- Leonardo DRS
- AAEON Technology Inc.
- NEXCOM International Co. Ltd.
- Zebra Technologies Corp.
- Trimble Inc.
- MobileDemand
- Oukitel RT1
- Getac Technology Corp

## Market Analysis

- The rugged tablet market's growth is further fueled by technological advancements, including enhanced touch capabilities, replaceable batteries, and biometric authentication systems. These features improve the functionality, reliability, and security of rugged tablets, making them even more attractive to various industries.

- For example, in January 2024, Samsung Electronics Co., Ltd. launched the Galaxy XCover7 and Galaxy Tab Active5, business-ready rugged devices designed for field and frontline work.

## Recent Developments

- In 2022, Dell unveiled the Latitude 7230 Rugged Extreme Tablet, a 12-inch fully rugged device sharing key features with its larger sibling, the 7030 Rugged Extreme.
- In May 2021, Panasonic System Solutions Company of North America introduced the TOUGHBOOK® S1, a fully rugged 7-inch Android™ tablet for mobile workers in challenging environments.

## KEY MARKET SEGMENTS:

### By Type

- Fully Rugged
- Semi-Rugged
- Ultra-Rugged

### By End-Use

- Outlook

- Defense
- Construction
- Healthcare
- Agricultural
- Manufacturing
- Retail
- Others

by End-use, the defense sector dominated the market in 2023, This dominance is driven by the growing demand for smart devices that can withstand harsh conditions. Many countries are allocating substantial portions of their defense budgets to procure rugged tablets and other mobile computing solutions.

By Operating

- Android
- Windows
- Others

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Impact of the Russia-Ukraine War

The ongoing conflict between Russia and Ukraine has intensified the demand for rugged tablets in the defense sector. The war has highlighted the importance of reliable communication and data access in conflict zones, leading to increased procurement of rugged tablets by military forces on both sides. The conflict has also disrupted supply chains and increased production costs for rugged tablet manufacturers, impacting the market's overall growth trajectory.

Impact of Economic Slowdown

Economic slowdowns can temporarily dampen the rugged tablet market as businesses and governments may postpone or reduce investments in new technology. However, the long-term outlook for the market remains positive due to the essential nature of rugged tablets in various industries. Moreover, economic slowdowns may drive manufacturers to focus on cost-effective solutions, making rugged tablets more accessible to a wider range of customers.

The Asia Pacific region accounted for USD 213.1 Mn in revenue in 2023.

- The market's growth in this region is attributed to increasing collaborations between key players and distributors, as well as the efforts of developing countries like India and China to modernize their defense sectors with digital devices.
- North America is projected to experience the highest growth rate from 2024-2031. The region's advanced defense sector and the presence of major rugged tablet manufacturers investing in

research and development are key drivers of this growth.

## Key Takeaways

- The rugged tablet market is poised for significant growth in the coming years, driven by the defense, industrial, and healthcare sectors.
- Technological advancements, such as enhanced touch capabilities and biometric authentication, are improving the functionality and security of rugged tablets.
- The Russia-Ukraine war and economic slowdowns may pose short-term challenges, but the long-term outlook for the market remains positive.
- The Asia Pacific region is a major market for rugged tablets, while North America is expected to witness the highest growth rate during the forecast period.

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