

# Growing at 16.7% CAGR | Tablet PC Market Reach USD 325.15 Billion by 2031 Globally

WILMINGTON, DE, UNITED STATES, September 18, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, " Growing at 16.7% CAGR | [Tablet PC Market](#) Reach USD 325.15 Billion by 2031 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global tablet pc market was valued at \$70.72 billion in 2021, and is projected to reach \$325.15 billion by 2031, growing at a CAGR of 16.7% from 2022 to 2031.

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## Driving Factors Tablet PC Market

Rapid expansion of the corporate sector, increase in demand for hybrid devices, and rise in demand for tablet computers drive the growth of the global tablet PC market. However, commoditization by emerging companies along with battery issue & short life span of tablet PCs restrain the market growth. On the other hand, surge in digitization, technological advancements, and enhanced internet connectivity create new opportunities in the coming years.

## Market Segmentation Tablet PC Market

The tablet pc market is segmented into Operating System, Distribution Channel and End User. By operating system, it is bifurcated into Android, iPhone Operating System (iOS), and Windows. On the basis of distribution channel, it is categorized into offline and online. By end user, it is segregated into consumer and commercial. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Players Storage Tablet PC Market

This report gives an in-depth profile of some key market players in the tablet PC market, Apple

Inc., Acer Inc., ADLINK, Amazon, Inc., ARBOR Technology, ASUSTek Computer Inc., DAP Technologies, Glacier Computer, Hewlett-Packard (HP), Huawei Technologies, Lenovo Group Ltd., LG Electronics, Inc., Microsoft Corporation, NEXCOM, Nokia Corporation, Samsung Electronics Co. Ltd. and Toshiba Corporation. This study includes market trends, Tablet PC Market Analysis, and future estimations to determine the imminent investment pockets.

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Based on region, Asia-Pacific held the largest market share in 2021, accounting for nearly one-third of the global tablet PC market, and is expected to maintain its lead status by 2031. This is due to mass switching toward work-from-home (WFH) and remote working culture along with online education in this region. However, LAMEA is projected to register the fastest CAGR of 18.1% from 2022 to 2031, owing to gradual adoption of tablet PC in several industries along with rise in investments in development of tablets with enhanced features and improved devices in the region.

Based on operating system, the android segment accounted for the largest market share in 2021, contributing to nearly half of the global tablet PC market, and is projected to maintain its lead position during the forecast period. This is due to rise in adoption of android-based devices, accessibility of this operating system in various brands, and surge in popularity for its lower pricing, ease of availability, and high compatibility with a variety of devices. However, the iOS segment is estimated to witness the largest CAGR of 18.0% from 2022 to 2031, owing to increased popularity of iPads for their highly preferred design. The report also analyzes the windows segment.

Based on distribution channel, the offline segment contributed to the highest market share in 2021, accounting for more than two-thirds of the global Tablet PC industry, and is expected to maintain its dominant share during the forecast period. This is due to Offline an advantage of forming a personal relationship with customers, less product return rate, and touch & feel of the goods for customers. However, the online segment is projected to manifest the fastest CAGR of 19.4% from 2022 to 2031, owing to shifting toward digitalization by businesses and increase in implementation of Industry 4.0 to cope with ongoing tough business competition by making products available on online shopping platforms.

Based on end user, the consumer segment accounted for the largest market share in 2021, holding around three-fifths of the global tablet PC market, and is estimated to continue its highest contribution throughout the forecast period. This is attributed to rise in adoption of tablet PCs for educational and entertainment purposes. However, the commercial segment is estimated to register the highest CAGR of 18.9% from 2022 to 2031, owing to surge in utilization to improve productivity, efficiency, and communication.

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## Covid-19 Scenario

The Covid-19 pandemic led to increased adoption of tablet PCs with lockdown and disruptions in business operations, education sectors, and other industries. With implementation of work-from-home culture, online learning and classes by schools and universities, the sales volume of tablet PCs increased as it offered convenience and digitization benefits.

However, production activities of tablet PCs hindered due to partial or complete closure of manufacturing facilities, shortage of raw materials, ban on import-export activities, and lack of availability of workforce. This led manufacturers to strategize supply chain, re-evaluate production processes, and devise multiple new and agile approaches for monitoring product quality.

Physical stores were temporarily closed during the lockdown. This impacted the sales volume and overall revenue of the market. Online deliveries were conducted and people preferred buying these tablet PCs through online platforms. Post-lockdown, offline distribution channels were open and they are expected to gain momentum steadily.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped

with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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