

# Apple continues to lead the global tablet market

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A new report from Canalys shows that the global tablet market recorded sales of 39 million units in the second quarter, up 5% from the previous quarter and 9% from the same period in 2024. This growth mainly came from strong shopping demand in regions such as China, Europe, the Middle East and Africa.

According to Mr. Himani Mukka - Research Director of Canalys, consumer subsidies in China have played an important role, helping the market maintain impressive growth momentum.

In the global picture, Apple maintained its position as the leader, selling 14.1 million iPads in the second quarter, equivalent to 36.1% market share – up 2.4% over the same period last year.

Samsung came in second with 6.7 million units, accounting for 17.1% of the market, but down slightly by 1.8% year-on-year. In the next positions, Huawei held 8.3% of the market, Lenovo 7.9% and Xiaomi 7.8% – all three recorded impressive growth, especially thanks to strong demand in the Chinese market.



In addition to economic factors, the market is also driven by a wave of new product launches, especially in the gaming tablet segment. This is emerging as a 'fertile land', especially in Asia, when the demand for mobile entertainment is increasing.

The market also witnessed the explosion of the gaming tablet segment – a growing trend in Asia. Notable names include Xiaomi Redmi K Pad, Vivo Pad5, or Lenovo Legion Tab with sales more than doubling compared to the previous quarter.

Manufacturers are also turning tablets into an important link in their product ecosystem, opening up many new growth opportunities in the coming time.

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