

# Translating Covid-19 is an opportunity for Apple's new iPad Pro

The factories in China are reopening, people are working from home, which means Apple seems to have chosen a more perfect launch time for its new iPad Pro.

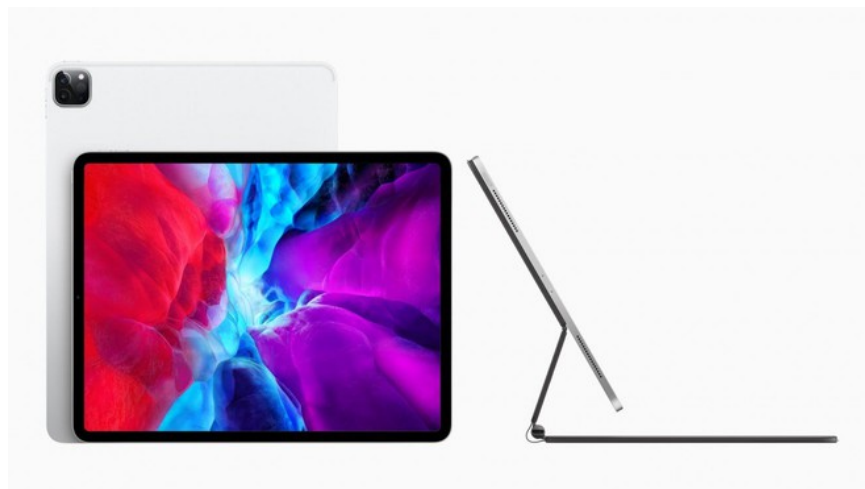
At the height of the corona virus outbreak in China, factories across the country were closed, disrupting the supply of many popular devices. But even as the disease has become a global pandemic and causing businesses around the globe to "breathe", Apple is still following the plan to introduce a new iPad Pro, which is expected to begin to reach consumers. in this week.

And with so many people now "hiding" the virus at home, they will probably want to find new technology gadgets to help kill time.

" *It's not a bad time to launch a new iPad Pro,* " said Ethan Qi, senior analyst at Counterpoint Research.

According to Qi, the fact that people are turning to distance learning and online learning will likely increase the demand for tablets. That is exactly what is happening in China in February. While the closure of many offline retail channels around the world may have little impact on iPad sales, the online channels are still operating as usual.

But will Apple have enough iPads to offer everyone? Qi said the pandemic this time is unlikely to put iPad Pro supplies into serious shortage. Monthly demand for iPads is usually in the hundreds of thousands, and factories in China have begun to restore production.



The iPad Pro is even less affected, because the production of this model has been done and partially completed before the corona virus outbreak in China. Industry experts said the initial design and production phases of the new tablet from Apple "are likely to have taken place months ago".

Qi also said that Apple had stocked products in the markets where the new iPad Pro was first sold.

*" It will take about a month for products from the production line to be distributed, " Qi said. " Therefore Apple must have received the product since February ."*

Although the iPad is currently made in China, that could change in the future. Many reports in February said Apple was looking to move some of its iPad, AirPods, and Apple Watch production lines to Taiwan because of the limited production situation in China.

Apple said it would not comment on the impact of the pandemic on the supply of the new iPad Pro. The tablet can now be ordered online from March 18 in 30 countries and regions, and will go on sale from stores this week, according to Apple's website.

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