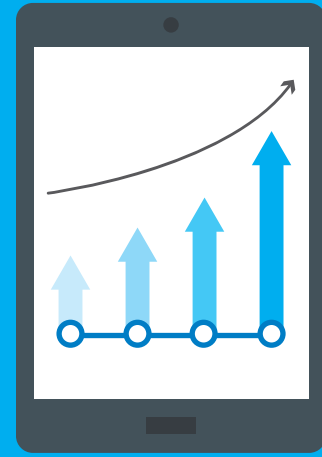


# Tablet growth

## What to expect



### The tablet landscape at a glance



Worldwide sales of tablets to end users reached **195.4 million units** in 2013, a 68% increase on 2012.



More than half of all Internet time now occurs on mobile platforms. **12% is on tablet.**

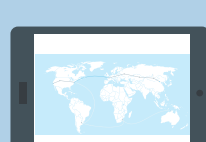


Tablets continue to take market share away from traditional PC sales: PC shipments dropped by **9.8%** in 2013 and are forecasted to continue dropping across the globe over the coming five years.

### US vs UK in Key Metrics

#### US

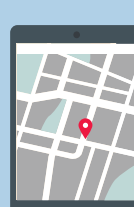
**82 million** US people have a tablet.



**30%** of US households with Internet access own at least one tablet.



In the US, **9.1% people use tablets to navigate**, 7.4% do so via smartphones.



The average conversion rate of mobile retail via tablet in the US is **2.63%**.



#### UK

More than **41.1% (26 million)** of people in the UK will use a tablet regularly in 2014.

**59%** of UK household own at least one tablet.

In the UK, **12.2% people use tablets to navigate**, 7.4% do so via smartphones.

The average conversion of mobile retail via tablet in the UK is **2.5%**.

### What are tablet users doing?

#### How & where

**12%** of people in the US access the Internet on a tablet.

**72%** access the Internet on their tablet in the living room.

**63%** do so in their bedroom.

**48%** while traveling.

**66%** research products before buying online.

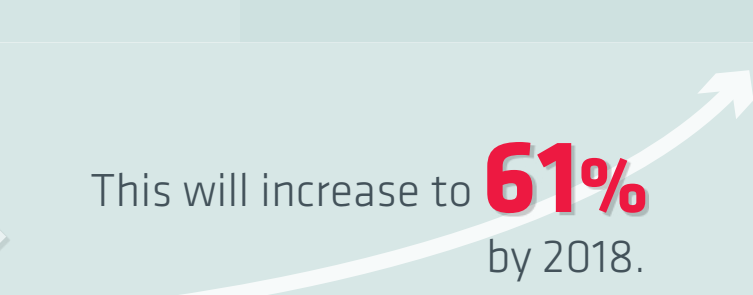
**63%** watch videos and browse photos.

**63%** check prices and look up store information.

**54%** read ratings and reviews.

**51%** browse products and build wish lists for later purchases

**31%** of tablet owners in 2014 will use their devices for purchases.



#### Travel

#### Where consumers research or book travel using tablet:

**51%** of the travel audience (people who frequently engage with travel content via mobile) own a tablet.

**70%** at home

**25%** at work

**22%** while traveling

#### New behaviors

**77%** of users report that a poor/unsatisfying experience when trying to use a website on tablet affects their willingness to buy from that site.

Retail is the 3rd fastest growing tablet content activity and the YOY growth is about **54%**

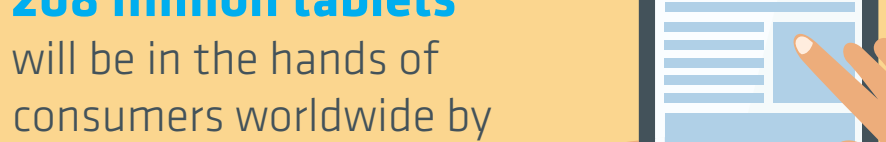
**27%** of US tablet owners have used their device to make a mobile payment

### Tablet trends

#### Tablet ownership will get bigger

More **tablets** will be shipped in 2015 than **desktop computers and laptops combined.**

More than **208 million tablets** will be in the hands of consumers worldwide by the **end of 2014.**



Global tablet sales will increase **fivefold by 2017** from **233 million** in 2013 to **over 1 billion** in 2017.

Phablets will be exponentially popular very soon: just **20 million** of the **980 million smartphones** shipped in 2013 were phablets, though research projects shipments will reach **120 million by 2018.**

#### Consumer behavior is shifting

**113.4 million Americans** will regularly watch videos on tablets in 2014. That's **more than three quarters** of all tablet users in the United States.

**1 in 4 Tablet Users** will pay bills with their device by 2017.

#### T-commerce will grow rapidly

**31%** of tablet owners will purchase on their devices in 2014. This will reach **61%** by 2018.

By 2019 **22%** of retailers expect tablets to deliver highest conversion, up from less than 7% in 2014.

Tablet commerce is expected to reach **\$114 billion** in 2014 and \$293 billion by 2018.

Usablenet helps leading companies in multiple industries to create unique experiences for their customers on smartphones, tablets, apps and kiosks.

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