

Tablets under the Christmas tree?

We tell you which products you should have in store for the Christmas business 2018.



Some single tablet manufacturers perform better

Tablet market: Only one can be the winner!

On the tablet market almost all manufacturers had to continue to suffer losses. Only Huawei was able to grow again and attacks the top dogs Apple and Samsung.

Also in the third quarter of the year, the global tablet market could not recover: According to the market analysts of Strategy Analytics, sales fell over the same period last year by 10 percent to 39.7 million pieces.

The market leader Apple and the pursuit Samsung were concerned with declines by 8 and / or 5 per cent less strongly than other manufacturers and increased therefore their market share even on 24.4 and 13.4 per cent. However, they feel a pursuer who makes their lives difficult on the smartphone market: Huawei was able to grow again and reached with an increase in sales by 18 percent now a share of 9.5 percent.

On the other places follow Lenovo with 5.9 percent and Amazon with 5.6 percent, but both had to take losses in the double-digit percentage range. In the web giant, however, the analysts attribute the slump to the Prime Day with fewer tablet offerings.

On the other hand, one of the winners is Microsoft with its Surface models, while other vendors had to accept significant drops in Windows tablets

Source: www.telecom-handel.de Nov. 9th, 2018



Tablets are decorating Christmas trees worldwide

Interview with Simon Corvaia, Head of Purchase & Product Management, TelePart Distribution GmbH

Redaktion: Mr. Corvaia, you have only recently been working as Head of Purchase at TelePart Distribution GmbH, although you have been employed in the company for several years. What is the difference in the procurement of tablets and smartphones?

S. Corvaia: Compared to smartphones, the tablet market is overall smaller but offers continuity, less price risks and reliable margins for specialist retailers. It should therefore not be overlooked as an additional business.

Redaktion: Does that mean that tablets are financially more interesting to the retailer?

S. Corvaia: Partly yes. Unlike smartphones, tablets are often used more than three years and are therefore less subject to fashion trends. Therefore, the storage risks are usually manageable, one should have put some more devices in stock. Consumers are less brand-aware with tablets, so it's worth taking a look at even lesser-known brands. In addition, they are sold mostly contract-free and therefore gladly used as a gift. For example, on Christmas day.

Redaktion: So what would you recommend to your customers?

S. Corvaia: Tablets should be high on the agenda and you should not wait too long to stock up on products, as many manufacturers could sell out during the Christmas season.

Redaktion: Thank you for the interview.

Samsung: folded a smartphone, opened a tablet

When folded up, Samsung's recently introduced display is the size of an ordinary smartphone. But when it opens like a book, it opens up a 7.3-inch (18.5 cm) screen that can run up to three apps at the same time. The flexible display is "the basis for the smartphone of tomorrow," enthuses Samsung manager Justin Denison in San Francisco at the launch of the product. Market launch is expected in 2019. (Source: www.telecom-handel.de, Nov. 8th, 2018)

Think
outside
the
BOX



Simplicity is the highest
form of sophistication

Leonardo da Vinci