

According to IDC, in the second quarter of 2025, 38.3 million tablets were sold in the world, which is 13% more than a year earlier. The growth provided the update of the devices, the release of new models, as well as state subsidies in China. In addition, some companies increased reserves in warehouses due to Trump's tariffs.

The market leader remained Apple - 12.7 million devices and 33% of the market. The main driver's driver was the 2025 basic iPad, and the total growth of the company was 2.4% compared to last year.

In second place Samsung with 7.2 million tablets sold and shares of 18.7%.

The third place was divided by Lenovo and Amazon - 3.1 million devices. Lenovo grew by 25% due to the success of the Tab M series and the support of the Chinese authorities, and Amazon showed a record growth of 205% due to the expanded Fire line.

The fifth is closed by Xiaomi - 2.8 million tablets and 7.4% of the market. 42% growth was provided by PAD 7 and Redmi Pad SE models.

The remaining manufacturers in total put 9.4 million devices, which is also a little more than a year ago.