

VDC Research Releases Results of its Quarterly Rugged Device Tracker

Pockets of strong performance in Q4 2013 for rugged mobile computing vendors

“After several quarters of contraction and uneven performance, the rugged mobile is showing signs of strength entering 2014” - Kathryn Nassberg, Analyst

Natick, Massachusetts (PRWEB) April 4, 2014

The rugged market – including notebooks, tablets, handheld computers, and forklift terminals – reached \$4.1 billion in 2013, a 6.1% year-on-year decline from a total of \$4.3B in revenues from 2012. Excluding notebooks, the market increased by 1% over 2012. The strongest-performing category was rugged tablets, which grew by 22% year over year. The impact of consumer-grade smartphones and tablets being used in an enterprise setting continues to make itself felt on a global level, particularly among field mobile workers and for customer-facing applications.

Performance in Q4 2013 built on the improvements in market conditions we began to witness during the second half of 2013. During Q4 2014, year over year rugged mobile vendor revenues declined by 1%. Excluding rugged notebooks, the market grew by 4.2%. Performance during Q4 2013 was led by the rugged tablet and forklift segments, which grew by 31.6% and 13.1%, respectively.

“The rugged mobile market is expected to continue to stabilize in 2014 and provide moderate to strong growth opportunities. We expect a stronger retail segment and improvements to investments in North America, which has recently lagged EMEA in performance,” said VDC analyst Kathryn Nassberg.

Continued strength in the rugged tablet segment, improved support and availability of rugged Android handheld and tablet offerings along with first-generation rugged handheld Windows Embedded Handheld 8.1 will fuel much of the 2014 opportunities. However, headwinds and downside risk clearly still exist, especially in the form of adoption of lower-cost consumer mobile devices and overall access to capital.

ABOUT VDC RESEARCH

VDC Research is the leading enterprise mobility market intelligence firm that provides technology suppliers with research-driven insights to help guide their product development and technology strategies. For more than two decades, VDC Research has been conducting research and analysis of the global enterprise mobility market. VDC Research surveys and interacts with thousands of decision-makers from all vertical markets including retail, manufacturing, transportation, public sector, health care, and others to gain insight into their project requirements, solution selection criteria, preferences, and trends.

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