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# Kindle Fire Captures Over 50 Percent of the Android Tablet Market

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The bewildering array of Android devices used to mean that no single device had the power to grab a significant market share of the Android tablet market. That all changed as soon as Amazon's Kindle Fire hit the scene.

ware used to mean that no single device had the power to grab a significant market share of the Android tablet market. That all changed as soon as Amazon's Kindle Fire hit the scene.

According to latest figures from research firm [comScore](#), in a little over four months following its launch, the Amazon's Kindle Fire has come from nowhere to grab a whopping 54.4 percent of the U.S. Android tablet market. Way behind the Kindle Fire is the Samsung Galaxy Tab with 15.4 percent, and way behind that is the Motorola Xoom with 7 percent market share.

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**AdVoice:**  
Analyst: Android has 35% of U.S. tablet market, will overtake iPad [Chart]



U.S. Market Share of Android Tablets by Unique Devices  
Dec-2011, Jan-2012, Feb-2012  
Total U.S.  
Source: comScore Device Essentials\*

	% Share of Android Tablets		
	Dec-11	Jan-12	Feb-12
Amazon Kindle Fire	29.4%	41.8%	54.4%
Samsung Galaxy Tab Family	23.8%	19.1%	15.4%
Motorola Xoom	11.8%	9.0%	7.0%
Asus Transformer	6.4%	6.2%	6.3%
Toshiba AT100	7.1%	7.0%	5.7%
Acer Picasso	6.0%	5.2%	4.3%
Acer Iconia	2.8%	2.6%	2.1%
Dell Streak	2.2%	1.7%	1.3%
Lenovo IdeaPad Tablet K1	0.7%	0.9%	1.2%
Sony Tablet S	0.9%	0.8%	0.7%
Other	8.9%	5.6%	1.6%

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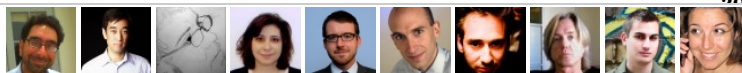
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### Amazon Launches In-App Purchasing For Kindle Fire Apps

Eric Savitz  
Forbes Staff

Over the December 2011 to February 2012 period, no other tablet gained market share, which means that the Kindle Fire is cannibalizing sales from all the other players. In fact, in two months Amazon has almost doubled its market share and driven all the completion bar one player — Samsung — into single-digit market share. Even the market share of the Samsung Galaxy Tab has fallen precipitously over December 2011 to February 2012 period, and it itself rapidly heading to single-digit territory.

Devices such as BlackBerry's PlayBook doesn't even make the listing.

The success of the Kindle Fire is great news for Amazon, but it is terrible news for the other players, and also bad news for Android. The \$199 price point is obviously attractive to potential tablet buyers, and the highly-customized Android operating systems (which really doesn't look or feel like any other Android tablet on the market) is changing what tablet owners are expecting from an Android tablet. People are choosing Amazon's vision of what Android should be over Google's vision.

It's now clear that the tablet market is a two-horse race, split between two very different devices. Amazon's Kindle Fire and Apple's iPad. For all the other players, the market share, along with profits, are evaporating at a staggering pace.

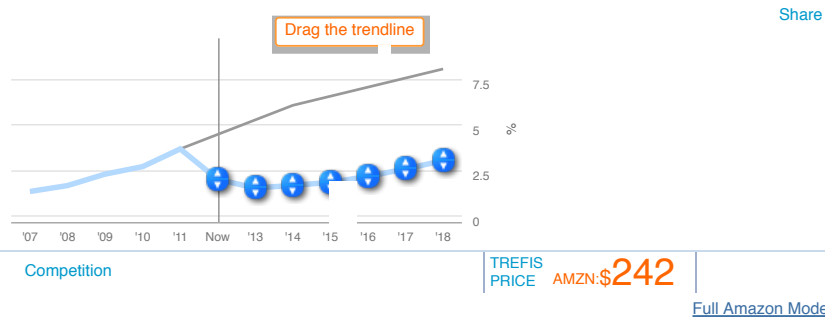
Anyone else wanting to make even a small dent in the market is going to have to put their thinking caps on and come up with some secret sauce to make their Android tablet stand out above the rest. This is going to mean finding ways to trim prices and make the Android platform more friendly to mainstream users.

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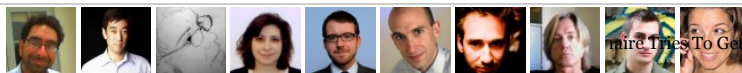
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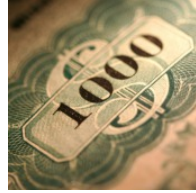
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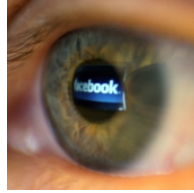
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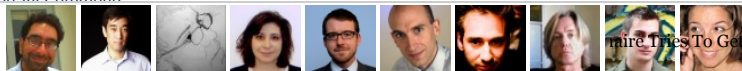
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