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Alex Knapp, Forbes Staff

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TECH | 6/07/2012 @ 3:40PM | 7,629 views

Apple's Biggest Competition For The New iPad: The iPad2

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When [Apple](#) launched the new iPad this past March, they kept the older model, the iPad2, for sale with strategic price cuts. This move seems to have attracted frugal tablet buyers. A new report from [Consumer Intelligence Research Partners, LLC \(CIRP\)](#) indicates that despite massive sales of the new iPad, sales of the iPad 2 actually comprise 41% of all iPad purchases.



Image via CrunchBase

“This report includes the first analysis of how well the New iPad has done since the March 2012 launch, with some interesting and unexpected results. Some early anecdotes speculated that the iPad 2 would continue to sell well, and we now see that using data on actual consumer behavior,” said Josh Lowitz, CIRP Partner and Co-Founder in the company press release.

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Q1 Non-iPad Tablet Sales Fall Sharply; Trouble For Android

Eric Savitz
Forbes Staff

Michael LeVitt was diuiter. It's f...ing brilliant. Apple keeps changing the way they do product launches. In the past, they abandoned old products. But with the launches of the new iPad and the iPhone 4S, they've switched it up.”

In addition to finding that iPad2 sales comprised 41% of all of Apples iPad sales, the CIRP report also indicates that previous iPhone models are still strong as well. 27% of all iPhone sales were for

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I've been the Social Media Editor at Forbes since October, 2011. Prior to that, I was a freelance writer and contributor here. On this blog, I focus on futurism, cutting edge technology, and breaking research. Follow me on Twitter - @thealexknapp. You can email me at aknapp@forbes.com

models other than the newest iPhone 4S.

The strong sales for the iPad2 spell trouble for non-iPad tablet makers, which [already saw](#) tumbling sales in the first quarter. If sales for the iPad2 are this strong, that may indicate that frugal consumers might be more willing to spend their money on the less expensive iPad2 rather than the Nook Tablet or Kindle Fire. If that's true, then [Microsoft](#) Windows 8 may well be the last hope for non-Apple tablet makers.

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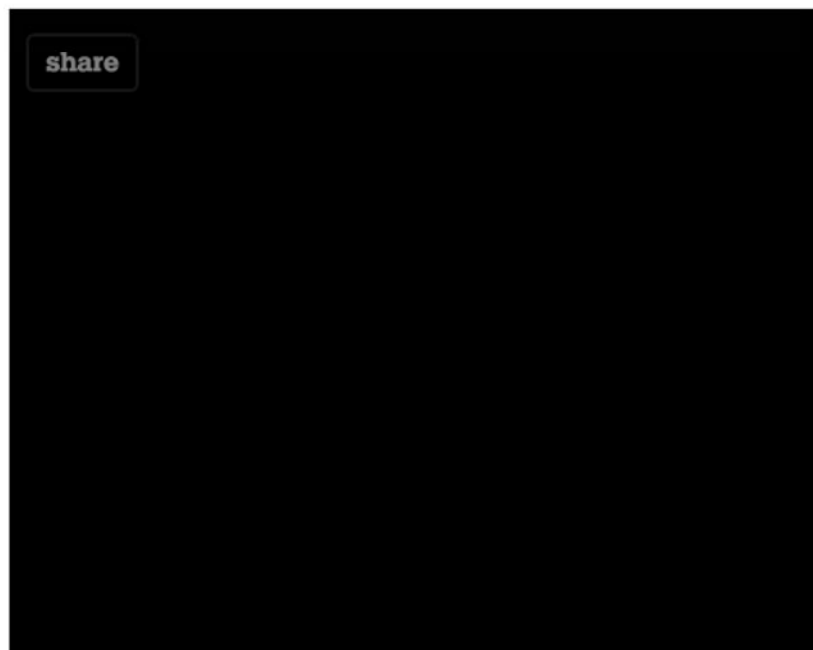
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djvanderhoeven 4 months ago

Same data, but I draw a different conclusion-

The New iPad doesn't offer much that the iPad2 did not. While this is great for iPad2 sales (law of demand; lower price = more units sold), it also indicates that Apple is running low on their most precious resource: creativity.

They are still ahead of the competition, but the Jobs-less Apple seems to push the pace much less quickly, and it seems some competitors have a chance to now catch up or even overtake.

We'll see....

✓ Called-out comment

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Andre Nogueira 4 months ago

Interesting article Alex. I find myself reading a lot in my bed on my iPhone. So, I want a tablet. I own an old Kindle (and I am very happy with it for reading books), but I cannot browse the web.

So, this week I actually went to the AT&T store near where I live, and checked the iPad(s) out. I could not move myself to spend over \$500 on one, yet. So, I asked my daughter to check out her kindle fire for a couple of days, to see if I liked it (so, i could buy it, since I could save some \$\$\$). Boy, it took me less than 10 minutes to give it back to her – I hated the screen resolution!

So, I guess I will be buying one iPad soon. I was thinking seriously that the iPad2 will suffice and I would feel good about not expending as much on the new iPad: cost x benefit is sometimes about perceived 'feel good' choices.

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Ronen Mendezitsky 4 months ago

Since I can't see the actual research, would you mind telling me if the 41% mentioned for the iPad 2 sales out of iPads sales is a global statistic, or does it only relate to the period of time since the new iPad (iPad 3) first introduced?

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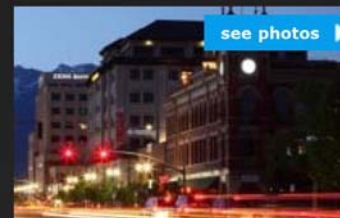


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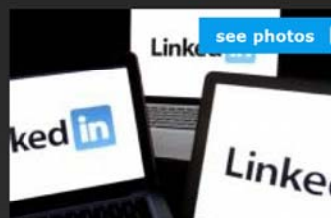


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