

Global GenAI-Powered Smartphones Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global GenAI-Powered Smartphones market size was valued at US\$ 106448 million in 2025 and is forecast to a readjusted size of US\$ 416102 million by 2032 with a CAGR of 21.4% during review period.

GenAI-Powered Smartphones are next-generation smartphones that embed generative artificial intelligence capabilities at the system and hardware level, enabling real-time generation and understanding of text, images, voice, and other multimodal content. Unlike traditional AI-enabled smartphones that rely on isolated application functions, GenAI-Powered Smartphones integrate large language models, multimodal models, and AI agents directly into the operating system, supporting natural-language interaction, contextual reasoning, and personalized services.

GenAI-Powered Smartphones are classified by AI deployment (on-device, hybrid, cloud), model type (LLM, multimodal), system integration (OS-level, framework-level), hardware AI capability (NPU performance tiers), and market positioning (flagship, premium-mid, foldable).

In 2025, global GenAI-Powered Smartphones production reaches approximately 185.4 million units, with an average global market price of around US\$558 per unit, highlighting their rapid expansion within the premium and upper-mid smartphone segments.

Upstream, the GenAI-Powered Smartphone industry depends heavily on advanced mobile SoCs with integrated NPUs, leading-edge semiconductor foundries, high-

performance DRAM, high-density NAND flash, and advanced image sensors. Software platforms, operating systems, and foundational AI models form a critical upstream layer, tightly coupled with hardware architecture. Increased AI workloads drive higher requirements for memory bandwidth, power efficiency, and thermal design, strengthening the strategic importance of semiconductor and AI IP supplier.

Downstream, GenAI-Powered Smartphones are sold through traditional consumer electronics retail channels, telecom operators, and increasingly enterprise procurement channels focused on productivity and secure on-device AI. Application developers, cloud service providers, and AI ecosystem partners expand downstream value by enabling content creation, real-time translation, intelligent assistants, and multimodal communication, reinforcing recurring service and ecosystem revenues around the device.

This report is a detailed and comprehensive analysis for global GenAI-Powered Smartphones market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global GenAI-Powered Smartphones market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global GenAI-Powered Smartphones market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global GenAI-Powered Smartphones market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global GenAI-Powered Smartphones market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for GenAI-Powered Smartphones
To forecast future growth in each product and end-use market
To assess competitive factors affecting the marketplace

This report profiles key players in the global GenAI-Powered Smartphones market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Google, Apple, OPPO, Samsung, Honor, VIVO, Xiaomi, Huawei, Lenovo, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

GenAI-Powered Smartphones market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

On-device Generative AI Phones

Hybrid (On-device + Cloud) Generative AI Phones

Cloud-centric Generative AI Phones

Market segment by Core AI Capability / Model Type

LLM-centric Generative AI Phones

Multimodal Generative AI Phones

Visual-first Generative AI Phones

Voice-centric Generative AI Phones

Market segment by Hardware AI Enablement

High-NPU Phones

Mid-NPU Phones

Low-NPU Phones

Market segment by Application

AI Assistant & OS-level Agent

Content Creation & Productivity

Imaging, Video & Multimodal Creation

Communication, Translation & Voice Interaction

Personalized AI Services & Lifestyle

Major players covered

Google

Apple

OPPO

Samsung

Honor

VIVO

Xiaomi

Huawei

Lenovo

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe GenAI-Powered Smartphones product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of GenAI-Powered Smartphones, with price, sales quantity, revenue, and global market share of GenAI-Powered Smartphones from 2021 to 2026.

Chapter 3, the GenAI-Powered Smartphones competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the GenAI-Powered Smartphones breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and GenAI-Powered Smartphones market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of GenAI-Powered Smartphones.

Chapter 14 and 15, to describe GenAI-Powered Smartphones sales channel, distributors, customers, research findings and conclusion.

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