

Global GenAI Smartphone Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global GenAI Smartphone market size is expected to reach \$ 399660 million by 2032, rising at a market growth of 21.4% CAGR during the forecast period (2026-2032).

GenAI Smartphone is advanced smartphones that integrate generative artificial intelligence capabilities at the operating system and hardware level, enabling on-device or hybrid cloud-based generation of text, images, voice, and multimodal content. These devices embed large language models and AI agents directly into the user experience, transforming smartphones from application-centric tools into context-aware, interactive intelligent terminals.

In 2025, global GenAI Smartphone production reaches approximately 185.4 million units, with an average global market price of around US\$558 per unit, underscoring their rapid penetration into the high-value segment of the smartphone market.

Upstream, the GenAI Smartphone industry relies on AI-capable mobile SoCs, advanced logic foundries, high-bandwidth DRAM, NAND flash, image sensors, and power-efficient displays. Software platforms, operating systems, and foundation model providers form a critical intangible layer. Downstream, OEMs distribute devices through consumer retail, telecom operators, and enterprise channels, while cloud providers, AI service partners, and application developers extend device functionality and monetization across productivity, imaging, and communication use cases.

Typical GenAI Smartphone single production lines deliver approximately 3–6 million units annually, depending on automation level, product complexity, and flagship versus mid-range configuration.

This report studies the global GenAI Smartphone production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for GenAI Smartphone and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of GenAI Smartphone that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global GenAI Smartphone total production and demand, 2021-2032, (K Units)

Global GenAI Smartphone total production value, 2021-2032, (USD Million)

Global GenAI Smartphone production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global GenAI Smartphone consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: GenAI Smartphone domestic production, consumption, key domestic manufacturers and share

Global GenAI Smartphone production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global GenAI Smartphone production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global GenAI Smartphone production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global GenAI Smartphone market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World GenAI Smartphone market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global GenAI Smartphone Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global GenAI Smartphone Market, Segmentation by Type:

On-device Generative AI Phones

Hybrid (On-device + Cloud) Generative AI Phones

Cloud-centric Generative AI Phones

Global GenAI Smartphone Market, Segmentation 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

Global GenAI Smartphone Market, Segmentation by Hardware AI Enablement:

High-NPU Phones

Mid-NPU Phones

Low-NPU Phones

Global GenAI Smartphone Market, Segmentation by Application:

AI Assistant & OS-level Agent

Content Creation & Productivity

Imaging, Video & Multimodal Creation

Communication, Translation & Voice Interaction

Personalized AI Services & Lifestyle

Companies Profiled:

Google

Apple

OPPO

Samsung

Honor

VIVO

Xiaomi

Huawei

Lenovo

Key Questions Answered:

1. How big is the global GenAI Smartphone market?
2. What is the demand of the global GenAI Smartphone market?
3. What is the year over year growth of the global GenAI Smartphone market?
4. What is the production and production value of the global GenAI Smartphone market?
5. Who are the key producers in the global GenAI Smartphone market?
6. What are the growth factors driving the market demand?

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