

Global Smartphone Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Smartphone market size was valued at US\$ 495130 million in 2024 and is forecast to a readjusted size of USD 569830 million by 2031 with a CAGR of 2.1% during review period.

A smartphone is a mobile device that combines cellular and mobile computing functions, equipped with an operating system that allows users to install and run various applications (apps). Smartphones typically have advanced features compared to basic mobile phones, including internet connectivity, touchscreens, GPS capabilities, and high-resolution cameras.

Smartphones have become an indispensable part of modern life, and the smartphone market continues to evolve with the continuous advancement of technology and changes in consumer demand.

5G Popularization: With the gradual popularization of 5G networks, smartphone sales are expected to increase significantly. 5G technology not only provides faster download speeds, but also supports lower latency and more stable connections, which will drive user demand for new smartphones.

Folding screens and new forms: The rise of folding screen phones has injected new vitality into the smartphone market. Such devices not only provide larger screen areas, but also enable more portable designs. In the future, more innovative forms of mobile phones may appear to meet the diverse needs of users.

High-performance and gaming phones: With the booming development of mobile games, consumers' demand for high-performance smartphones continues to increase.

The design of gaming phones focuses on performance improvement, heat dissipation and display effects, attracting a large number of young users.

Ecosystem integration: Smartphones are gradually integrating into a wider ecosystem, such as smart homes, wearable devices, and car networking. The function of mobile phones as control centers will become increasingly stronger, which deserves investors' attention.

At the same time, the market is also facing many challenges.

Market saturation: Smartphone penetration in developed countries is close to saturation, and the frequency of user updates has decreased, resulting in a slowdown in the overall market growth rate. Brands need to find new users or encourage existing users to upgrade.

Price competition: Competition among brands is becoming increasingly fierce, and the emergence of low-priced mobile phones has put pressure on brands' profit margins. This has forced many brands to find a balance between cost and quality.

Technology update speed: Rapid technology updates may cause users to wait and see about upgrading, affecting market demand.

This report is a detailed and comprehensive analysis for global Smartphone 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 Smartphone market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Smartphone market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Smartphone market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Smartphone market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Smartphone

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 Smartphone 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 Apple (iPhone), Samsung, Huawei, Xiaomi (including Xiaomi, Redmi), OPPO (including OPPO, Realme, OnePlus), Vivo, Honor, LG, HTC, ZTE, etc.

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

Market Segmentation

Smartphone market is split by Type and by Application. For the period 2020-2031, 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

Below \$200

\$200 - \$500

\$500 - \$1,000

Above \$1,000

Market segment by Application

Direct Sales Channel

E-commerce and Retailer

Mobile Network Operator (MNO)

Others

Major players covered

Apple (iPhone)

Samsung

Huawei

Xiaomi (including Xiaomi, Redmi)

OPPO (including OPPO, Realme, OnePlus)

Vivo

Honor

LG

HTC

ZTE

Transsion Holdings (including Tecno, Itel)

Google (Pixel)

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 Smartphone product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Smartphone, with price, sales quantity, revenue, and global market share of Smartphone from 2020 to 2025.

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

Chapter 4, the Smartphone breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Smartphone market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Smartphone.

Chapter 14 and 15, to describe Smartphone sales channel, distributors, customers, research findings and conclusion.

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