

Asia Pacific Smartphone Market 2020-2027 by Operating System (Android, iOS), Display Technology (LCD, OLED), Screen Size, RAM Capacity, Price Range, Distribution Channel, and Country: Trend Outlook and Growth Opportunity

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Abstracts

Asia Pacific smartphone market will grow by 10.9% annually with a total addressable market cap of \$2,160.3 billion over 2021-2027 owing to the rising demand for smart mobile phones, increasing per capita disposable income, and the growing adoption of smartphones in digital platforms amid COVID-19 pandemic.

Highlighted with 37 tables and 59 figures, this 115-page report “Asia Pacific Smartphone Market 2020-2027 by Operating System (Android, iOS), Display Technology (LCD, OLED), Screen Size, RAM Capacity, Price Range, Distribution Channel, and Country: Trend Outlook and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific smartphone market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2017-2019 and provides estimate for 2020 and forecast from 2021 till 2027 with 2019 as the base year. (The year 2020 is not appropriate for research base due to the outbreak of COVID-19.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Asia Pacific smartphone market in every aspect of the classification from perspectives of Operating System, Display Technology, Screen Size, RAM Capacity, Price Range, Distribution Channel, and Country.

Based on Operating System, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ bn) for 2017-2027 included in each section.

Android Smartphones

iOS Smartphones

Other Operating Systems

Based on Display Technology, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ bn) for 2017-2027 included in each section.

LCD Technology

OLED Technology

Other Display Technologies

Based on Screen Size, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ bn) for 2017-2027 included in each section.

Less Than 4 Inches

4 - 600)

High-End (\$600 - >800)

Premium (\$800 - >1000)

Ultra Premium (\$1000 and Above)

Based on Distribution Channel, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ bn) for 2017-2027 included in each section.

OEMs

E-commerce

Retailers

Geographically, the following national/local markets are fully investigated:

Japan

China

Indonesia

Vietnam

India

Rest of APAC (further segmented into Malaysia, Singapore, South Korea, Thailand, New Zealand, Australia, Taiwan, and Philippines)

For each key country, detailed analysis and data for annual revenue (\$ bn) and unit shipment (million

units) are available for 2017-2027. The breakdown of key national markets by Operating System, Screen Size, and Distribution Channel over the forecast years is also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Key Players (this may not be a complete list and extra companies can be added upon request):

Apple Inc.

Guangdong OPPO Mobile Telecommunications Corp., Ltd.

HTC Corporation

Huawei Technologies Co., Ltd.

Lenovo Group Limited

Motorola, Inc.

Nokia Corporation

Orealme

Samsung Electronics Co., Ltd.

Sony Corporation

Xiaomi Communication Technology Co., Ltd.

Xiaomi Corporation

Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

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