

# Asian Smartphones Market 2013-2020

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## Abstracts

The Asian smartphone market represents half of the global smartphone market. China and India are expected to consume 52.0% of the total smartphone market in future. Asian market is forecast to have over of 1,000 million shipments by the end of 2018. Major part of those units will be consumed mainly by China and India alone. Companies such as Xiaomi and Micromax in Asia challenge dominance of Korean giant, Samsung. Local players are planning to launch low cost 3G and 4G enabled smartphones. This new trend has impacted the growth of Asian smartphone market. Rising demand, growing economy and tech-savvy young population are the major drivers of the smartphone market in Asia. Asian smartphone market has experiencing a shift from feature phones to smartphones. Thus, penetration rate of smartphones is likely to grow rapidly as there are millions of new users in the market who are increasingly adopting smartphones. The potential of Asian market will attract many players and thus the market is expected to face fierce competition in the near future. Samsung, Apple, Lenovo, Nokia, Sony, Xiaomi, Micromax are the leading brands in Asian market at present. Thoroughly analyzed segmentation of the Asian smartphone market along with accurate numbers will give you a complete idea about Asian smartphone market.

## Companies Mentioned

Samsung Electronics Company Ltd.

Apple Inc.

Sony Corporation

Nokia Oyj

Micromax Informatics Ltd

LG Electronics Inc.

Huawei Technologies Co. Ltd.

OPPO Electronics Corp.

Beijing Xiaomi Technology Co. Ltd.

Lenovo Group Ltd.

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