

Europe 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

<https://marketpublishers.com/r/EFF7A07EA08FEN.html>

Date: August 2021

Pages: 116

Price: US\$ 2,295.00 (Single User License)

ID: EFF7A07EA08FEN

Abstracts

Europe smartphone market accounted for \$119.8 billion in 2020 and will grow by 8.0% annually over 2020-2027 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 94 tables and 102 figures, this 116-page report “Europe 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 Europe 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 Europe 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 Europe 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 Europe 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 Europe 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 Europe 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 Europe 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:

Germany

UK

France

Spain

Italy

Russia

Rest of Europe (further segmented into Netherlands, Switzerland, Poland, Sweden, Belgium, Austria, Ireland, Norway, Denmark, and Finland)

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

Zivo 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.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

- 2.1 Market Size and Forecast
 - 2.1.1 Impact of COVID-19 on World Economy
 - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF EUROPE MARKET BY OPERATING SYSTEM

- 3.1 Market Overview by Operating System
- 3.2 Android Smartphones
- 3.3 iOS Smartphones
- 3.4 Other Operating Systems

4 SEGMENTATION OF EUROPE MARKET BY DISPLAY TECHNOLOGY

- 4.1 Market Overview by Display Technology
- 4.2 LCD Technology
- 4.3 OLED Technology

4.4 Other Display Technologies

5 SEGMENTATION OF EUROPE MARKET BY SCREEN SIZE

5.1 Market Overview by Screen Size

5.2 Less Than 4 Inches

5.3 4 -

List Of Tables

LIST OF TABLES:

Table 1. Snapshot of Europe Smartphone Market in Balanced Perspective, 2020-2027

Table 2. Growth Rate of World GDP, 2020-2022

Table 3. World Smartphone Connections, Average Network Connection Speed for Smartphones and Tablets, 2019-2030

Table 4. World Mobile Data Traffic by Deployment Mode, 2019-2030, EB/year

Table 5. World Mobile Data Traffic by Device, 2019-2030, EB/year

Table 6. Main Product Trends and Market Opportunities in Europe Smartphone Market

Table 7. Europe Smartphone Market by Operating System, 2017-2027, \$ bn

Table 8. Europe Smartphone Market by Display Technology, 2017-2027, \$ bn

Table 9. Europe Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 10. Europe Smartphone Market by RAM Capacity, 2017-2027, \$ bn

Table 11. Europe Smartphone Market by Price Range, 2017-2027, \$ bn

Table 12. Europe Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 27. Europe Smartphone Market by Country, 2017-2027, \$ bn

Table 28. Europe Smartphone Market by Country, 2017-2027, million units

Table 29. UK Smartphone Market by Operating System, 2017-2027, \$ bn

Table 30. UK Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 31. UK Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 32. France Smartphone Market by Operating System, 2017-2027, \$ bn

Table 33. France Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 34. France Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 35. Germany Smartphone Market by Operating System, 2017-2027, \$ bn

Table 36. Germany Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 37. Germany Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 38. Spain Smartphone Market by Operating System, 2017-2027, \$ bn

Table 39. Spain Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 40. Spain Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 41. Italy Smartphone Market by Operating System, 2017-2027, \$ bn

Table 42. Italy Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 43. Italy Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 44. Russia Smartphone Market by Operating System, 2017-2027, \$ bn

Table 45. Russia Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 46. Russia Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 47. Smartphone Market in Rest of Europe by Country, 2017-2027, \$ bn

Table 88. Worldwide Smartphone Shipment by Key Vendor/Brand, 2018Q1-2021Q1,

million units

Table 89. Worldwide Smartphone Market by Key Vendor/Brand, 2018Q1-2021Q1, % of Shipment

Table 90. Worldwide Smartphone OEM Revenue Share, 2020Q1 vs. 2021Q1, % of Revenue

Table 91. Apple Inc.: Company Snapshot

Table 92. Apple Inc.: Business Segmentation

Table 93. Apple Inc.: Product Portfolio

Table 94. Apple Inc.: Revenue, 2018-2020, \$ bn

List Of Figures

LIST OF FIGURES:

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. Europe Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2027

Figure 4. Europe Smartphone Market by Value, 2017-2027, \$ bn

Figure 5. Europe Smartphone Market by Shipment, 2017-2027, million units

Figure 6. Average Selling Price (ASP) of Smartphones, 2017-2027, USD/unit

Figure 7. Impact of COVID-19 on Business

Figure 8. Primary Drivers and Impact Factors of Europe Smartphone Market

Figure 9. World 5G Traffic, 2019-2030, EB/year

Figure 10. Primary Restraints and Impact Factors of Europe Smartphone Market

Figure 11. Investment Opportunity Analysis

Figure 12. Porter's Five Forces Analysis of Europe Smartphone Market

Figure 13. Breakdown of Europe Smartphone Market by Operating System, 2020-2027, % of Revenue

Figure 14. Contribution to Europe 2021-2027 Cumulative Revenue by Operating System, Value (\$ bn) and Share (%)

Figure 15. Europe Smartphone Market: Android Smartphones, 2017-2027, \$ bn

Figure 16. Europe Smartphone Market: iOS Smartphones, 2017-2027, \$ bn

Figure 17. Europe Smartphone Market: Other Operating Systems, 2017-2027, \$ bn

Figure 18. Breakdown of Europe Smartphone Market by Display Technology, 2020-2027, % of Revenue

Figure 19. Contribution to Europe 2021-2027 Cumulative Revenue by Display Technology, Value (\$ bn) and Share (%)

Figure 20. Europe Smartphone Market: LCD Technology, 2017-2027, \$ bn

Figure 21. Europe Smartphone Market: OLED Technology, 2017-2027, \$ bn

Figure 22. Europe Smartphone Market: Other Display Technologies, 2017-2027, \$ bn

Figure 23. Breakdown of Europe Smartphone Market by Screen Size, 2020-2027, % of Revenue

Figure 24. Contribution to Europe 2021-2027 Cumulative Revenue by Screen Size, Value (\$ bn) and Share (%)

Figure 25. Europe Smartphone Market: Less Than 4 Inches, 2017-2027, \$ bn

Figure 26. Europe Smartphone Market: 4 -

I would like to order

Product name: Europe 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

Product link: <https://marketpublishers.com/r/EFF7A07EA08FEN.html>

Price: US\$ 2,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EFF7A07EA08FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970