

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

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Abstracts

Global smartphone market will reach \$795.3 billion by 2027, growing by 9.5% 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. Global total shipment reached 1,331.3 million units in 2020 and is anticipated to grow by 10.5% annually in the years to come.

Highlighted with 94 tables and 102 figures, this 178-page report “Global Smartphone Market 2020-2027 by Operating System (Android, iOS), Display Technology (LCD, OLED), Screen Size, RAM Capacity, Price Range, Distribution Channel, and Region: Trend Outlook and Growth Opportunity” is based on a comprehensive research of the entire global 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 global 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 global smartphone market in every aspect of the classification from perspectives of Operating System, Display Technology, Screen Size, RAM Capacity, Price Range, Distribution Channel, and Region.

Based on Operating System, the global 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 global 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 global 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 global 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 regions together with the listed national/local markets are fully investigated:

North America (U.S., Canada, and Mexico)

Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Netherlands, Switzerland, Poland, Sweden, Belgium, Austria, Ireland, Norway, Denmark, and Finland)

APAC (Japan, China, India, Indonesia, Vietnam, and Rest of APAC; Rest of APAC is further segmented into South Korea, Australia, Malaysia, Singapore, Thailand, New Zealand, Taiwan, and Philippines)

South America (Brazil, Chile, Argentina, Rest of South America)

MEA (Iran, Turkey, South Africa)

For each aforementioned region and country, detailed analysis and data for annual revenue (\$ bn) and unit shipment (million units) are available for 2017-2027. The breakdown of all regional markets by country and split of key national markets by Operating System, Screen Size, and Distribution Channel over the forecast years are 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

Realme

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.)

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 GLOBAL 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 GLOBAL 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 GLOBAL 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 Global 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 Global Smartphone Market

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

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

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

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

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

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

Table 13. Global Smartphone Market by Region, 2017-2027, \$ bn

Table 14. Global Smartphone Market by Region, 2017-2027, million units

Table 15. Leading National Smartphone Market, 2020 and 2027, \$ bn

Table 16. North America Smartphone Market by Country, 2017-2027, \$ bn

Table 17. North America Smartphone Market by Country, 2017-2027, million units

Table 18. U.S. Smartphone Market by Operating System, 2017-2027, \$ bn

Table 19. U.S. Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 20. U.S. Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 21. Canada Smartphone Market by Operating System, 2017-2027, \$ bn

Table 22. Canada Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 23. Canada Smartphone Market by Distribution Channel, 2017-2027, \$ bn

Table 24. Mexico Smartphone Market by Operating System, 2017-2027, \$ bn

Table 25. Mexico Smartphone Market by Screen Size, 2017-2027, \$ bn

Table 26. Mexico 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 48. APAC Smartphone Market by Country, 2017-2027, \$ bn
- Table 49. APAC Smartphone Market by Country, 2017-2027, million units
- Table 50. China Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 51. China Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 52. China Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 53. Japan Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 54. Japan Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 55. Japan Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 56. India Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 57. India Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 58. India Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 59. Indonesia Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 60. Indonesia Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 61. Indonesia Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 62. Vietnam Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 63. Vietnam Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 64. Vietnam Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 65. Smartphone Market in Rest of APAC by Country/Region, 2017-2027, \$ bn
- Table 66. South America Smartphone Market by Country, 2017-2027, \$ bn
- Table 67. South America Smartphone Market by Country, 2017-2027, million units
- Table 68. Argentina Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 69. Argentina Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 70. Argentina Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 71. Brazil Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 72. Brazil Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 73. Brazil Smartphone Market by Distribution Channel, 2017-2027, \$ bn

- Table 74. Chile Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 75. Chile Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 76. Chile Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 77. MEA Smartphone Market by Country, 2017-2027, \$ bn
- Table 78. MEA Smartphone Market by Country, 2017-2027, million units
- Table 79. Iran Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 80. Iran Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 81. Iran Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 82. Turkey Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 83. Turkey Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 84. Turkey Smartphone Market by Distribution Channel, 2017-2027, \$ bn
- Table 85. South Africa Smartphone Market by Operating System, 2017-2027, \$ bn
- Table 86. South Africa Smartphone Market by Screen Size, 2017-2027, \$ bn
- Table 87. South Africa Smartphone Market by Distribution Channel, 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. Global Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2027

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

Figure 5. Global 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 Global Smartphone Market

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

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

Figure 11. Investment Opportunity Analysis

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 26. Global Smartphone Market: 4 -

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