

# **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

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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