

# Global Mobile Phone Market Research 2011- 2022

<https://marketpublishers.com/r/GEDC4782279EN.html>

Date: June 2017

Pages: 136

Price: US\$ 4,440.00 (Single User License)

ID: GEDC4782279EN

## Abstracts

### Summary

Low-end mobile phones are often referred to as feature phones and offer basic telephony. Handsets with more advanced computing ability through the use of native software applications are known as smartphones.

The Global Mobile Phone market is estimated to reach xxx Million USD in 2017. In the report, HeyReport says Online dominates the largest Channel share in 2017. The objective of report is to define, segment, and project the market on the basis of operating system, channel, and region, and to describe the content about the factors influencing market dynamics, policy, economic, technology and market entry etc.

Based on products type, the report describes major products type share of regional market. Products mentioned as follows:

### By Operating System

Android

IOS

WindowsPhone

### By CPU Cores

I 10-Core

I 8-Core

I 4-Core

I 2-Core

I 1-Core

Based on region, the report describes major regions market by products and application. Regions mentioned as follows:

Asia-Pacific

North America

Europe

South America

Middle East & Africa

Based on Channel, the report describes major Channel share of regional market. Channel mentioned as follows:

Online

Specialty Store

Academic & Research Institutes

Leading vendors in the market are included based on profile, business performance etc. Vendors mentioned as follows:

HUAWEI

Xiaomi

Apple

SAMSUNG

OPPO

Vivo

Lenovo

MEIZU

LG

HTC

Microsoft

Motorola

ZTE

Coolpad

Hisense

SONY

PHILIPS

NOKIA

Nubia

ZUK

OnePlus

Smartisan

Ouki

Meitu

Lephone

Gionee

YOTAPHONE

EPHONE

Newman

K-Touch

## Contents

### **1 MARKET OVERVIEW**

#### 1.1 Objectives of Research

##### 1.1.1 Definition

##### 1.1.2 Specifications

#### 1.2 Market Segment

##### 1.2.1 by Operating System

###### 1.2.1.1 Android

###### 1.2.1.2 IOS

###### 1.2.1.3 WindowsPhone

##### 1.2.2 by Channel

###### 1.2.2.1 Online

###### 1.2.2.2 Specialty Store

###### 1.2.2.3 Academic & Research Institutes

##### 1.2.3 by Regions

### **2 INDUSTRY CHAIN**

#### 2.1 Industry Chain Structure

#### 2.2 Upstream

#### 2.3 Market

##### 2.3.1 SWOT

##### 2.3.2 Dynamics

### **3 ENVIRONMENTAL ANALYSIS**

#### 3.1 Policy

#### 3.2 Economic

#### 3.3 Technology

#### 3.4 Market Entry

### **4 MARKET SEGMENTATION BY OPERATING SYSTEM**

#### 4.1 Market Size

##### 4.1.1 Global Android Market, 2011-2016

##### 4.1.2 Global IOS Market, 2011-2016

##### 4.1.3 Global WindowsPhone Market, 2011-2016

## 4.2 Market Forecast

4.2.1 Global Android Market Forecast, 2017-2022

4.2.2 Global IOS Market Forecast, 2017-2022

4.2.3 Global WindowsPhone Market Forecast, 2017-2022

## 5 MARKET SEGMENTATION BY CHANNEL

### 5.1 Market Size

5.1.1 Mobile Phone in Online Market, 2011-2016

5.1.2 Mobile Phone in Specialty Store Market, 2011-2016

5.1.3 Mobile Phone in Academic & Research Institutes Market, 2011-2016

### 5.2 Market Forecast

5.2.1 Mobile Phone in Online Market Forecast, 2017-2022

5.2.2 Mobile Phone in Specialty Store Market Forecast, 2017-2022

5.2.3 Mobile Phone in Academic & Research Institutes Market Forecast, 2017-2022

## 6 MARKET SEGMENTATION BY REGION

### 6.1 Market Size

#### 6.1.1 Asia-Pacific

6.1.1.1 Asia-Pacific Mobile Phone Market, 2011-2016

6.1.1.2 Asia-Pacific Mobile Phone Market by Operating System

6.1.1.3 Asia-Pacific Mobile Phone Market by Channel

#### 6.1.2 North America

6.1.2.1 North America Mobile Phone Market, 2011-2016

6.1.2.2 North America Mobile Phone Market by Operating System

6.1.2.3 North America Mobile Phone Market by Channel

#### 6.1.3 Europe

6.1.3.1 Europe Mobile Phone Market, 2011-2016

6.1.3.2 Europe Mobile Phone Market by Operating System

6.1.3.3 Europe Mobile Phone Market by Channel

#### 6.1.4 South America

6.1.8.1 South America Mobile Phone Market, 2011-2016

6.1.8.2 South America Mobile Phone Market by Operating System

6.1.8.3 South America Mobile Phone Market by Channel

#### 6.1.5 Middle East & Africa

6.1.5.1 Middle East & Africa Mobile Phone Market, 2011-2016

6.1.5.2 Middle East & Africa Mobile Phone Market by Operating System

6.1.5.3 Middle East & Africa Mobile Phone Market by Channel

## 6.2 Market Forecast

6.2.1 Asia-Pacific Market Forecast, 2017-2022

6.2.2 North America Market Forecast, 2017-2022

6.2.3 Europe Market Forecast, 2017-2022

6.2.4 South America Market Forecast, 2017-2022

6.2.5 Middle East & Africa Market Forecast, 2017-2022

## 7 MARKET COMPETITIVE

7.1 Global Mobile Phone Market by Vendors

7.2 Market Concentration

7.3 Price & Factors

7.4 Marketing Channel

## 8 MAJOR VENDORS

8.1 HUAWEI

8.1.1 Profile

8.1.2 Business Performance

8.2 Xiaomi

8.2.1 Profile

8.2.2 Business Performance

8.3 Apple

8.3.1 Profile

8.3.2 Business Performance

8.4 SAMSUNG

8.4.1 Profile

8.4.2 Business Performance

8.5 OPPO

8.5.1 Profile

8.5.2 Business Performance

8.6 Vivo

8.6.1 Profile

8.6.2 Business Performance

8.7 Lenovo

8.7.1 Profile

8.7.2 Business Performance

8.8 MEIZU

8.8.1 Profile

8.8.2 Business Performance

8.9 LG

8.9.1 Profile

8.9.2 Business Performance

8.10 HTC

8.10.1 Profile

8.10.2 Business Performance

8.11 Microsoft

8.12 Motorola

8.13 ZTE

8.14 Coolpad

8.15 Hisense

8.16 SONY

8.17 PHILIPS

8.18 NOKIA

8.19 Nubia

8.20 ZUK

8.21 OnePlus

8.22 Smartisan

8.23 Ouki

8.24 Meitu

8.25 Lephone

8.26 Gionee

8.27 YOTAPHONE

8.28 EPHONE

8.29 Newman

8.30 K-Touch

## **9 CONCLUSION**



## List Of Tables

### LIST OF TABLES

Table PRODUCT SPECIFICATIONS OF MOBILE PHONE

Table Products Segment of Mobile Phone

Table Android Overview

Table IOS Overview

Table WindowsPhone Overview

Table Global Mobile Phone Market by Operating System, 2011-2022 (USD Million)

Table Application Segment of Mobile Phone

Table Online Overview

Table Specialty Store Overview

Table Academic & Research Institutes Overview

Table Global Mobile Phone Market by Channel, 2011-2022 (USD Million)

Table Global Mobile Phone Market by Region, 2011-2022 (USD Million)

Table Cost of Mobile Phone

Table Market Dynamics

Table Policy of Mobile Phone

Table Mobile Phone Market of Global by Vendors, 2011-2016 (USD Million)

Table Mobile Phone Market of Global by Vendors, 2011-2016 (Million Units)

Table Price Factors List

Table HUAWEI Profile List

Table Mobile Phone Operating Data of HUAWEI

Table Xiaomi Profile List

Table Mobile Phone Operating Data of Xiaomi

Table Apple Profile List

Table Mobile Phone Operating Data of Apple

Table SAMSUNG Profile List

Table Mobile Phone Operating Data of SAMSUNG

Table OPPO Profile List

Table Mobile Phone Operating Data of OPPO

Table Vivo Profile List

Table Mobile Phone Operating Data of Vivo

Table Lenovo Profile List

Table Mobile Phone Operating Data of Lenovo

Table MEIZU Profile List

Table Mobile Phone Operating Data of MEIZU

Table LG Profile List

Table Mobile Phone Operating Data of LG  
Table HTC Profile List  
Table Mobile Phone Operating Data of HTC  
Table Microsoft Profile List  
Table Mobile Phone Operating Data of Microsoft  
Table Motorola Profile List  
Table Mobile Phone Operating Data of Motorola  
Table ZTE Profile List  
Table Mobile Phone Operating Data of ZTE  
Table Coolpad Profile List  
Table Mobile Phone Operating Data of Coolpad  
Table Hisense Profile List  
Table Mobile Phone Operating Data of Hisense

## List Of Figures

### LIST OF FIGURES

Figure Mobile Phone Picture

Figure Industry Chain Structure of Mobile Phone

Figure SWOT of Mobile Phone

Figure GDP of Major Countries

Figure Android Market Size and Growth, 2011-2016 (USD Million)

Figure Android Market Size and Growth, 2011-2016 (Million Units)

Figure IOS Market Size and Growth, 2011-2016 (USD Million)

Figure IOS Market Size and Growth, 2011-2016 (Million Units)

Figure WindowsPhone Market Size and Growth, 2011-2016 (USD Million)

Figure WindowsPhone Market Size and Growth, 2011-2016 (Million Units)

Figure Android Market Estimates and Forecasts, 2017-2022 (USD Million)

Figure Android Market Estimates and Forecasts, 2017-2022 (Million Units)

Figure IOS Market Estimates and Forecasts, 2017-2022 (USD Million)

Figure IOS Market Estimates and Forecasts, 2017-2022 (Million Units)

Figure WindowsPhone Market Estimates and Forecasts, 2017-2022 (USD Million)

Figure WindowsPhone Market Estimates and Forecasts, 2017-2022 (Million Units)

Figure Online Market Size and Growth, 2011-2016 (USD Million)

Figure Online Market Size and Growth, 2011-2016 (Million Units)

Figure Specialty Store Market Size and Growth, 2011-2016 (USD Million)

Figure Specialty Store Market Size and Growth, 2011-2016 (Million Units)

Figure Academic & Research Institutes Market Size and Growth, 2011-2016 (USD Million)

Figure Academic & Research Institutes Market Size and Growth, 2011-2016 (Million Units)

Figure Online Market Estimates and Forecasts, 2017-2022 (USD Million)

Figure Online Market Estimates and Forecasts, 2017-2022 (Million Units)

Figure Specialty Store Market Estimates and Forecasts, 2017-2022 (USD Million)

Figure Specialty Store Market Estimates and Forecasts, 2017-2022 (Million Units)

Figure Academic & Research Institutes Market Estimates and Forecasts, 2017-2022 (USD Million)

Figure Academic & Research Institutes Market Estimates and Forecasts, 2017-2022 (Million Units)

Figure Asia-Pacific Market Size and Growth, 2011-2016 (USD Million)

Figure Asia-Pacific Market Size and Growth, 2011-2016 (Million Units)

Figure Asia-Pacific Market Size by Operating System, 2016 (USD Million)

Figure Asia-Pacific Market Share by Operating System, 2016 (USD Million)  
Figure Asia-Pacific Market Size by Channel, 2016 (USD Million)  
Figure Asia-Pacific Market Share by Channel, 2016 (USD Million)  
Figure North America Market Size and Growth, 2011-2016 (USD Million)  
Figure North America Market Size and Growth, 2011-2016 (Million Units)  
Figure North America Market Size by Operating System, 2016 (USD Million)  
Figure North America Market Share by Operating System, 2016 (USD Million)  
Figure North America Market Size by Channel, 2016 (USD Million)  
Figure North America Market Share by Channel, 2016 (USD Million)  
Figure Europe Market Size and Growth, 2011-2016 (USD Million)  
Figure Europe Market Size and Growth, 2011-2016 (Million Units)  
Figure Europe Market Size by Operating System, 2016 (USD Million)  
Figure Europe Market Share by Operating System, 2016 (USD Million)  
Figure Europe Market Size by Channel, 2016 (USD Million)  
Figure Europe Market Share by Channel, 2016 (USD Million)  
Figure South America Market Size and Growth, 2011-2016 (USD Million)  
Figure South America Market Size and Growth, 2011-2016 (Million Units)  
Figure South America Market Size by Operating System, 2016 (USD Million)  
Figure South America Market Share by Operating System, 2016 (USD Million)  
Figure South America Market Size by Channel, 2016 (USD Million)  
Figure South America Market Share by Channel, 2016 (USD Million)  
Figure Middle East & Africa Market Size and Growth, 2011-2016 (USD Million)  
Figure Middle East & Africa Market Size and Growth, 2011-2016 (Million Units)  
Figure Middle East & Africa Market Size by Operating System, 2016 (USD Million)  
Figure Middle East & Africa Market Share by Operating System, 2016 (USD Million)  
Figure Middle East & Africa Market Size by Channel, 2016 (USD Million)  
Figure Middle East & Africa Market Share by Channel, 2016 (USD Million)  
Figure Asia-Pacific Market Estimates and Forecasts, 2017-2022 (USD Million)  
Figure Asia-Pacific Market Estimates and Forecasts, 2017-2022 (Million Units)  
Figure North America Market Estimates and Forecasts, 2017-2022 (USD Million)  
Figure North America Market Estimates and Forecasts, 2017-2022 (Million Units)  
Figure Europe Market Estimates and Forecasts, 2017-2022 (USD Million)  
Figure Europe Market Estimates and Forecasts, 2017-2022 (Million Units)  
Figure South America Market Estimates and Forecasts, 2017-2022 (USD Million)  
Figure South America Market Estimates and Forecasts, 2017-2022 (Million Units)  
Figure Middle East & Africa Market Estimates and Forecasts, 2017-2022 (USD Million)  
Figure Middle East & Africa Market Estimates and Forecasts, 2017-2022 (Million Units)  
Figure Mobile Phone Market Share of Global by Vendors, 2016 (USD Million)  
Figure Mobile Phone Market Share of Global by Vendors, 2016 (Million Units)

Figure Mobile Phone Market Concentration  
Figure Marketing Channels Overview

## I would like to order

Product name: Global Mobile Phone Market Research 2011- 2022

Product link: <https://marketpublishers.com/r/GEDC4782279EN.html>

Price: US\$ 4,440.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GEDC4782279EN.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