

The 2023-2028 Outlook for Smartphones in India

<https://marketpublishers.com/r/2FF5F6FC43FCEN.html>

Date: September 2022

Pages: 400

Price: US\$ 595.00 (Single User License)

ID: 2FF5F6FC43FCEN

Abstracts

This study covers the latent demand outlook for smartphones across the states, union territories, and cities of India. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 4,900 cities in India. For each city in question, the percent share the city is of its state or union territory and of India as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-?-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state, union territory, and city, latent demand estimates are created for smartphones. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of smartphones as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Acer, Apple, ASUSTeK Computer, BenQ, BlackBerry, Celkon Impex Pvt., Cosmic Technologies, Inc. - Cherry Mobile, Development, Digicel Group, Fujitsu Mobile Communications, Gionee Communication Equipment Company, Google, Hewlett-Packard Company, HTC, Huawei, Intex Technologies (India), Karbonn Mobiles, Koninklijke Philips, Kyocera Communications, LAVA International, Lenovo, LG, Micromax, Microsoft, MITAC Technology Corporation, Motorola, Nokia, Olive Telecom, OnePlus, OPPO, Orange, Panasonic Corporation, Reliance Retail, Ltd., RESEARCH IN MOTION, Ltd., SAGEM Wireless, Samsung, Sony, Spice Mobility, TCL, Vivo Communication Technology Company, Vodafone Group, Xiaomi, Xiomi, Xolo, and ZTE Corporation. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and

calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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