

4Q.2011 South and Central America Handset Market  
Share and Forecast: Mobile Handset Sales in South  
and Central America to Rise to 196 Million in 2013



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## 4Q.2011 South and Central America Handset Market Share and Forecast: Mobile Handset Sales in South and Central America to Rise to 196 Million in 2013

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IEMR's South and Central America Handset Market Share and Forecast is one of the most comprehensive database of its kind in the world, and it covers 16 vendors in Brazil, Mexico, and Rest of South and Central America. We provide estimates and forecasts at the country level based on primary field research undertaken in these markets as part of IEMR's Global Consumer Telecommunications and Global Enterprise Telecommunications Surveys.

Our use of "sales" data - which combine IEMR's survey data, operator surveys, and Point of Sale (POS) data globally - is an accurate, robust, and forward-looking metric for shipment data announced by vendors in any given quarter.

To this comprehensive dataset, we are adding a PowerPoint presentation which provides an overview of key trends in the global handset vendor market. The database provides quarterly historical and forecast data starting in 2Q.2004 and ending in 4Q.2013, and annual data from 2005 to 2013F.

The companies covered include: Alcatel, Apple Inc., BenQ, Casio, Fujitsu, Hitachi, HTC, Huawei, Kyocera Corporation, Lenovo, LG, Electronics Inc., Mitsubishi Corporation, Motorola, Inc., NEC Corporation, Ningbo Bird Co.,Ltd., Nokia Oyj, Palm Inc., Panasonic Corporation, Pantech & Curitel Communication, Inc., Philips, Research In Motion Limited, Sagem Wireless, Samsung Electronics Co., Ltd., SANYO Electric Co., Ltd., Sharp Corporation, Sony Ericsson Mobile Communications AB, Toshiba, and ZTE Corporation.

### Why you should buy this report:

By purchasing this report, you will receive an Excel file with 4 datasheets: 1 regional forecast and 3 country forecasts. In each datasheet, we cover Handset Sales by Vendor (Thousands of Units), Handset Sales Growth (YoY), Handset Sales (Market Share, %), YoY Change in Handset Sales Market Share (bps), Top 6 Suppliers Handset Sales (Thousands of Units), and Top 6 Suppliers Handset Sales Market Share (%). The Excel file also has 4 charts of "Handset Sales by Top 6 Suppliers" – one for each country and region.

### This report will be useful to:

- Strategists and analysts at mobile handset suppliers responsible for handset strategy development and business analytics
- Device manufacturers in all areas of the telecommunications market that need strategy recommendations on key trends in the global mobile handset industry
- Financial analysts and portfolio managers covering firms in the mobile handset market
- Consultants advising their clients on mobile handset markets
- Researchers who need to gain a better understanding of the global mobile handset market

## Table of Content

### COUNTRIES COVERED IN THIS FORECAST

Brazil

Mexico

Rest of South and Central America

**COMPANIES COVERED IN THIS FORECAST**

Alcatel / TCT Mobile / TCL Communication  
Apple Inc.  
HTC Corporation  
Huawei Technologies Co., Ltd.  
Kyocera Corporation  
Lenovo  
LG Electronics Inc.  
Motorola, Inc.  
Ningbo Bird Co., Ltd.  
Nokia Oyj  
Palm Inc.  
Panasonic Corporation  
Research In Motion Limited  
Sagem Wireless  
Samsung Electronics Co., Ltd.  
Sony Ericsson Mobile Communications AB

Series Covered for each Country and Region: Quarterly data available from 2Q.2004 - 4Q.2013F; Annual data available from 2005 - 2013F

Handset Sales by Vendor (Thousands of Units)  
Handset Sales Growth (YoY)  
Handset Sales (Market Share, %)  
YoY Change in Handset Sales Market Share (bps)  
Top 6 Suppliers Handset Sales (Thousands of Units)  
Top 6 Suppliers Handset Sales Market Share (%)

**POWERPOINT PRESENTATION TABLE OF CONTENTS****KEY GLOBAL HANDSET SALES MARKET SHARE DEVELOPMENTS IN 3Q.2011**

Regional Handset Sales Market Share Developments in 3Q.2011

North America  
Western Europe  
Asia-Pacific  
Middle East & Africa

Vendor Developments in 3Q.2011

Nokia Oyj  
Samsung Electronics  
ZTE Corporation  
LG Electronics Inc.  
Apple Inc.

**IEMR'S GLOBAL HANDSET MARKET SHARE FORECAST FOR 2012 AND 2013**

Annex A: Detailed Vendor Market Share Metrics and Forecasts, 2010 - 2012

Annex B: IEMR's Methodology

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