

Indian Mobile Components Manufacturing and Assembly Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024

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Abstracts

The Indian mobile components manufacturing and assembly market was worth US\$ 25.3 Billion in 2018 and is projected to reach a value of US\$ 74.1 Billion by 2024, growing at a CAGR of 19.2% during 2019-2024. Mobile phones are made with a combination of different parts and components including a circuit board, microphone, display, speaker, sim card holder, buzzer, vibrator, monitor battery, antenna, etc. Amongst these, circuit board acts as the brain of the device as it helps in the overall functioning of the phone by converting digital signals to analog and vice versa. In recent years, India has made significant progress in terms of manufacturing mobile phone components. With growing government efforts under the 'Make in India' movement, manufacturers have started to adopt new technologies so as to provide innovative mobile phone components.

Indian Mobile Components Manufacturing and Assembly Market Trends:

India is currently the second-largest manufacturer for mobile phones in the world, on account of rapid internet penetration, mounting disposable incomes and a large base of tech-savvy consumers. The large and growing demand for mobile phones has led to the rapid development of the domestic manufacturing and assembly units in India.

While the launch of feature phones during the last decade of the 20th century established strong penetration, introduction of smartphones stimulated the market further. Driven by the growth in Internet services, smartphones found high penetration among the urban/Internet savvy population, thereby driving the demand for mobile phone components.

India's demographic profile has experienced a characteristic evolution, which is highly favorable to the mobile phone adoption. Factors such as a large young population,

strong working-age population, rising number of working women, and the growth of the Indian middle class have evolved to represent the most influential segments of the population generating new social, technological, and economic trends. India has a large pool of unskilled, semi-skilled and skilled labor in the major manufacturing states. The easy availability and low cost of labor has encouraged investors to enter the Indian smartphone manufacturing industry. Continuous technological advancements are pushing mobile phone manufacturers to shorten the product lifecycle and launch new products frequently, for both first-time and replacement consumers. This is fueling the demand for basic mobile phone components such as PCB (Printed Circuit Board), connectors, plastics, metals and acoustics. Due to the favorable business initiatives by the government, India is expected to witness swift inflow of foreign investments in the next few years. For instance, Samsung has recently inaugurated world's largest mobile phone factory in Noida, Uttar Pradesh, giving huge boost to the mobile phone manufacturing industry in the country. Apart from Samsung, several other Chinese phone manufacturers are expected to expand their manufacturing capacity or set up a new plant in the country during the forecast period. Although most of the mobile phone manufacturers in India are involved in assembly applications, the growing number of favorable governments schemes are prompting the manufacturers to invest in local value addition and indigenous research.

Breakup by Mobile Type:

The market has been categorized on the basis of mobile type into smartphones, feature phones and others. Amongst these, smartphones represented the most popular segment, accounting for more than half of the total market. Several government initiatives and regulations have contributed to the growth of smartphone manufacturing in the region.

Breakup by Mobile Components:

On the basis of mobile components, main board and sensor flex hold the largest market share, representing the leading mobile component segment. Other major segments include display/touchscreen, camera (primary/secondary), battery pack and others.

Breakup by Domestic Manufacturing Vs. Assembly:

Assembly of mobile components represents the dominant segment, followed by domestic manufacturing. In order to boost the local production, the government of India has introduced numerous programs such as Make in India and PMP.

Regional Insights:

On a geographical front, Uttar Pradesh enjoys the leading position in the Indian mobile components manufacturing and assembly market. Improved industrial infrastructure and access to the consumer markets of the National Capital Region has attracted various manufacturers in the region. Other major states include Andhra Pradesh, Telangana and Others.

Competitive Landscape:

The market consists of numerous small and large players who compete in terms of prices and quality. Some of the leading players operating in the market are:

Samsung Electronics Co. Ltd.
Xiaomi Corporation
Lenovo Group Ltd.
Micromax Informatics Limited
Oppo Guangdong Mobile Communications Co. Ltd.
Vivo Mobile Communications Co. Ltd.
Lava International Limited
Karbonn Mobiles
Intex Technologies

This report provides a deep insight into the Indian mobile components manufacturing and assembly market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the mobile components manufacturing and assembly industry in any manner.

Key Questions Answered in This Report:

How has the Indian mobile components manufacturing and assembly market performed so far and how will it perform in the coming years?

What are the key regions in the Indian mobile components manufacturing and assembly market?

Which are the popular mobile types in the Indian mobile components manufacturing and assembly market?

Which are the major mobile components in the Indian mobile components manufacturing and assembly market?

What are the various stages in the value chain of the Indian mobile components manufacturing and assembly market?

What are the key driving factors and challenges in the Indian mobile components manufacturing and assembly market?

What is the structure of the Indian mobile components manufacturing and assembly market and who are the key players?

What is the degree of competition in the Indian mobile components manufacturing and assembly market?

How are mobiles manufactured?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MOBILE COMPONENT MANUFACTURING AND ASSEMBLY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Market Breakup by Mobile Type
- 5.4 Market Breakup by Region
- 5.6 Market Breakup by Key Players
- 5.7 Market Forecast

6 INDIAN MOBILE COMPONENTS MANUFACTURING AND ASSEMBLY MARKET

- 6.1 Market Overview
- 6.2 Market Performance
 - 6.2.1 Volume Trends

- 6.2.2 Value Trends
- 6.3 Price Trends
 - 6.3.1 Key Price Indicators
 - 6.3.2 Price Structure
 - 6.3.3 Price Trends
- 6.4 Market Breakup by Assembly vs Domestic Manufacturing
- 6.5 Market Breakup by Mobile Type
- 6.6 Market Breakup by Mobile Components
- 6.7 Market Breakup by States
- 6.8 Market Forecast
- 6.9 SWOT Analysis
 - 6.9.1 Overview
 - 6.9.2 Strengths
 - 6.9.3 Weaknesses
 - 6.9.4 Opportunities
 - 6.9.5 Threats
- 6.10 Value Chain Analysis
 - 6.10.1 Overview
 - 6.10.2 Research & Development
 - 6.10.3 Design Services
 - 6.10.4 Sourcing & Fabrication
 - 6.10.5 Manufacture/System Assembly
 - 6.10.6 Configuration & Testing
 - 6.10.7 Marketing
 - 6.10.8 Distribution
 - 6.10.9 Post-Sales Services
- 6.11 Porter's Five Forces Analysis
 - 6.11.1 Overview
 - 6.11.2 Bargaining Power of Buyers
 - 6.11.3 Bargaining Power of Suppliers
 - 6.11.4 Degree of Rivalry
 - 6.11.5 Threat of New Entrants
 - 6.11.6 Threat of Substitutes
- 6.12 Government Initiatives

7 MARKET BREAKUP BY MOBILE COMPONENT

- 7.1 Main Board and Sensor Flex
 - 7.1.1 Market Trends

- 7.1.2 Market Forecast
- 7.2 Display/Touchscreen
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Camera (Primary/Secondary)
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Battery Pack
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others (Non-Electronics Parts, Accessories, etc.)
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY DOMESTIC MANUFACTURING VS ASSEMBLY

- 8.1 Assembly
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Domestic Manufacturing
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY MOBILE TYPE

- 9.1 Smartphones
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Feature Phones
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Other Phones
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast

10 COMPETITIVE LANDSCAPE

- 10.1 Competitive Structure
- 10.2 Key Players

11 MOBILE MANUFACTURING PROCESS

- 11.1 Product Overview
- 11.2 Detailed Process Flow
- 11.3 Manufacturing Process
- 11.4 Key Market Drivers and Success Factors

12 PROFILE OF KEY PLAYERS

- 12.1 Samsung Electronics Co. Ltd.
- 12.2 Xiaomi Corporation
- 12.3 Lenovo Group Ltd.
- 12.4 Micromax Informatics Limited
- 12.5 Oppo Guangdong Mobile Communications Co. Ltd.
- 12.6 Vivo Mobile Communications Co. Ltd.
- 12.7 Lava International Limited
- 12.8 Karbonn Mobiles
- 12.9 Intex Technologies

List Of Tables

LIST OF TABLES

Table 1: Global: Mobile Components Manufacturing and Assembly Market: Key Industry Highlights, 2018 and 2024

Table 2: India: Mobile Components Manufacturing and Assembly Market: Key Industry Highlights, 2018 and 2024

Table 3: India: Duty Structure for Mobile Phone Industry

Table 4: India: Illustration of Duty Differential Under the Current Duty Structure

Table 5: India: Mobile Components Manufacturing and Assembly Market Forecast: Breakup by Mobile Component (in Million US\$), 2019-2024

Table 6: India: Mobile Components Manufacturing and Assembly Market Forecast: Breakup by Assembly vs Domestic Manufacturing (in Million US\$), 2019-2024

Table 7: India: Mobile Components Manufacturing and Assembly Market Forecast: Breakup by Mobile Type (in Million US\$), 2019-2024

Table 8: India: Mobile Components Manufacturing and Assembly Industry: Competitive Structure

Table 9: India: Mobile Components Manufacturing and Assembly Market: Key Players and their Share in Total Production Volume (in %)

List Of Figures

LIST OF FIGURES

Figure 1: India: Mobile Components Manufacturing and Assembly Market: Major Drivers and Challenges

Figure 2: Global: Mobile Components Manufacturing and Assembly Market: Volume Trends (in Million Units), 2011-2018

Figure 3: Global: Mobile Components Manufacturing and Assembly Market: Value Trends (in Billion US\$), 2011-2018

Figure 4: Global: Mobile Components Manufacturing and Assembly Market: Breakup by Mobile Type (in %), 2018

Figure 5: Global: Mobile Components Manufacturing and Assembly Market: Breakup by Region (in %), 2018

Figure 6: Global: Mobile Components Manufacturing and Assembly Market: Breakup by Key Players (in %), 2018

Figure 7: Global: Mobile Components Manufacturing and Assembly Market Forecast: Volume Trends (in Million Units), 2019-2024

Figure 8: Global: Mobile Components Manufacturing and Assembly Market Forecast: Value Trends (in Billion US\$), 2019-2024

Figure 9: India: Mobile Components Manufacturing and Assembly Market: Volume Trends (in Million Units), 2011-2018

Figure 10: India: Mobile Components Manufacturing and Assembly Market: Value Trends (in Billion US\$), 2011-2018

Figure 11: Mobile Components Manufacturing and Assembly: Total Production Cost Breakup (in %)

Figure 12: India: Mobile Components Manufacturing and Assembly Market: Average Price Trends (in US\$/Unit), 2011-2018

Figure 13: India: Mobile Components Manufacturing and Assembly Market Forecast: Average Price Trends (in US\$/Unit), 2019-2024

Figure 14: India: Mobile Components Manufacturing and Assembly Market: Breakup by Assembly and Domestic Manufacturing (in %), 2018

Figure 15: India: Mobile Components Manufacturing and Assembly Market: Breakup by Mobile Type (in %), 2018

Figure 16: India: Mobile Components Manufacturing and Assembly Market: Breakup by Mobile Components (in %), 2018

Figure 17: India: Mobile Components Manufacturing and Assembly Market: Breakup by States (in %), 2018

Figure 18: India: Mobile Components Manufacturing and Assembly Market Forecast:

Volume Trends (in Million Units), 2019-2024

Figure 19: India: Mobile Components Manufacturing and Assembly Market Forecast: Value Trends (in Billion US\$), 2019-2024

Figure 20: India: Mobile Components Manufacturing and Assembly Industry: SWOT Analysis

Figure 21: India: Mobile Components Manufacturing and Assembly Industry: Value Chain Analysis

Figure 22: India: Mobile Components Manufacturing and Assembly Industry: Porter's Five Forces Analysis

Figure 23: India: Mobile Components Manufacturing and Assembly (Main Board and Sensor Flex) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 24: India: Mobile Components Manufacturing and Assembly (Main Board and Sensor Flex) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 25: India: Mobile Components Manufacturing and Assembly (Display/Touchscreen) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 26: India: Mobile Components Manufacturing and Assembly (Display/Touchscreen) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 27: India: Mobile Components Manufacturing and Assembly (Camera - Primary/Secondary) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 28: India: Mobile Components Manufacturing and Assembly (Camera - Primary/Secondary) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 29: India: Mobile Components Manufacturing and Assembly (Battery Pack) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 30: India: Mobile Components Manufacturing and Assembly (Battery Pack) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 31: India: Mobile Components Manufacturing and Assembly (Others) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 32: India: Mobile Components Manufacturing and Assembly (Others) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 33: India: Mobile Components Manufacturing and Assembly (Assembly) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 34: India: Mobile Components Manufacturing and Assembly (Assembly) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 35: India: Mobile Components Manufacturing and Assembly (Domestic Manufacturing) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 36: India: Mobile Components Manufacturing and Assembly (Domestic Manufacturing) Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 37: India: Mobile Components Manufacturing and Assembly (Smartphones) Market: Value Trends (in Million US\$), 2011 & 2018

Figure 38: India: Mobile Components Manufacturing and Assembly (Smartphones)
Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 39: India: Mobile Components Manufacturing and Assembly (Feature Phones)
Market: Value Trends (in Million US\$), 2011 & 2018

Figure 40: India: Mobile Components Manufacturing and Assembly (Feature Phones)
Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 41: India: Mobile Components Manufacturing and Assembly (Other Phones)
Market: Value Trends (in Million US\$), 2011 & 2018

Figure 42: India: Mobile Components Manufacturing and Assembly (Other Phones)
Market Forecast: Value Trends (in Million US\$), 2019-2024

Figure 43: Smartphones: Major Components

Figure 44: Mobile Components Manufacturing and Assembly: Detailed Process Flow

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