

# **Smartphone Market Report by Operating System (Android, iOS, and Others), Display Technology (LCD Technology, OLED Technology), RAM Capacity (Below 4GB, 4GB - 8GB, Over 8GB), Price Range (Ultra-Low-End (Less Than \$100), Low-End (\$100-**

## **Abstracts**

The global smartphone market size reached 1,468.4 Million Units in 2023. Looking forward, IMARC Group expects the market to reach 1,968.7 Million Units by 2032, exhibiting a growth rate (CAGR) of 3.2% during 2024-2032. The increasing internet penetration, rising digitization, various technological advancements, the widespread adoption of fifth-generation (5G) networks, and escalating demand for multimedia and gaming are some of the major factors propelling the market.

Smartphone is a mobile device that combines the functionality of a traditional mobile phone with advanced computing capabilities, internet connectivity, and a variety of features and applications. It is designed to be portable and convenient, allowing users to carry out a wide range of tasks on the go. It offers communication features such as voice calls, text messaging, and video calling. They have a touchscreen interface for user interaction, supported by software applications that can be downloaded and installed to extend the device's functionality. In addition, they can serve as personal digital assistants, providing access to calendars, contacts, notes, and reminders. They are also employed for entertainment purposes, such as playing games, listening to music, watching videos, and taking photos or videos with built-in cameras. As a result, they are gaining immense traction across the globe.

The market is primarily driven by the rising demand for wireless handheld devices. In addition, the increasing internet penetration and the widespread product adoption due to their enhanced convenience, security, various calling features, and easy access to the internet are influencing the market growth. Also, consumers are increasingly favoring smart devices that provide easy accessibility, advanced features, web browsing capabilities, numerous applications, and instant online ordering, which contributes to the market's expansion. Furthermore, ongoing product innovations, such as the introduction of high-resolution sensors in miniaturized cameras and improvements in battery life and reliability, are driving the market forward. Besides this, the increasing consumer demand for contactless payments is also fueling market growth. These phones eliminate the need for card swiping and manual entry, reducing human errors and

creating a smoother checkout experience. Other factors, including the growing working population, expanding internet penetration, and rising consumer spending power, are further propelling the market growth.

#### Smartphone Market Trends/Drivers:

##### The increasing internet penetration

The rising internet penetration is driving the market. Additionally, individuals are gaining access to the internet, and mobile phones are becoming indispensable tools for connectivity and online activities influencing market growth. From social media engagement to e-commerce, content streaming, and communication apps, smartphones provide convenient and on-the-go access to several online services. Besides this, the widespread product adoption among consumers for the convenience of being connected is accelerating market growth, particularly in emerging markets. As a result, leading manufacturers target these growing markets, offering affordable devices with internet capabilities to cater to the expanding consumer base seeking online connectivity.

##### Several technological advancements

Manufacturers are constantly pushing the boundaries of innovation, introducing new features and improvements that captivate consumers. In addition, the incorporation of advanced camera systems with multiple lenses, high-resolution displays, faster processors, and expanded storage capabilities are influencing the market growth. Additionally, the integration of advanced technologies such as fifth-generation (5G) connectivity, augmented reality (AR), and artificial intelligence (AI) is transforming the mobile phone experience and propelling market growth. As a result, the market continues to thrive as manufacturers strive to outdo one another in terms of technological advancements, offering increasingly powerful and feature-rich devices.

##### The growing product availability on e-commerce platforms

The easy availability of smartphones on e-commerce platforms providing consumers with several options and convenience is influencing the market growth. In addition, the growing online marketplaces have allowed consumers to access a vast selection of mobile brands, models, and variants that may not be readily available in local retail stores. Also, e-commerce platforms enable customers to compare prices, read reviews, and make informed decisions based on their preferences and budget propelling the market growth. The hassle-free returns and exchange policies offered by e-commerce

platforms also provide a sense of security to consumers. Moreover, the ease of online shopping and doorstep delivery has contributed to the increasing popularity of purchasing mobile phones through e-commerce. Furthermore, e-commerce platforms often offer attractive deals, discounts, and exclusive offers on smartphones, making them more appealing to price-conscious shoppers. This, coupled with the convenience of online payment options and the availability of financing or instalment plans, has further fuelled the growth of product sales through e-commerce channels.

#### Smartphone Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global smartphone market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on the operating system, display technology, ram capacity, price range and distribution channel.

#### Breakup by Operating System:

Android  
iOS  
Others

Android dominates the market

The report has provided a detailed breakup and analysis of the market based on the operating system. This includes Android, iOS, and others. According to the report, android represented the largest segment.

The growing popularity of Android due to its easy availability, and cost-effectiveness are influencing the market growth. Android offers a diverse range of devices across different price points, catering to a wide spectrum of consumers. As an open-source operating system developed by Google, Android is licensed to various manufacturers, allowing them to customize and integrate it into their devices. Moreover, Android benefits from a vast ecosystem of applications through the google play Store. This extensive app library provides users with several choices for various purposes, from productivity tools to entertainment and gaming applications, free of cost which represents another major growth-inducing factor. Furthermore, Android's compatibility with a variety of hardware configurations has attracted numerous manufacturers, leading to a proliferation of Android-based devices in the market.

#### Breakup by Display Technology:

LCD Technology

OLED Technology

LCD technology represents the leading segment

The report has provided a detailed breakup and analysis of the market based on the operating system. This includes LCD technology and OLED technology. According to the report, LCD technology represented the largest segment.

LCD screens are widely used in smartphones due to their affordability, versatility, and established manufacturing infrastructure influencing the market growth. LCD technology utilizes liquid crystals to control the passage of light, resulting in vibrant and high-quality display visuals. Moreover, it offers excellent color reproduction and visibility, ensuring a satisfying user experience. The screens are bright, allowing for clear viewing even in various lighting conditions. Additionally, LCD displays have evolved over time, with advancements such as in-plane switching (IPS) technology improving viewing angles and reducing motion blur propelling the market growth. Furthermore, organic light-emitting diode (OLED) have gained popularity in recent years for their deeper blacks and energy efficiency, LCD remains dominant due to its affordability and reliability.

Breakup by RAM Capacity:

Below 4GB

4GB - 8GB

Over 8GB

The report has provided a detailed breakup and analysis of the market based on ram capacity. This includes below 4 GB, 4 GB – 8 GB, and over 8 GB.

The 4 GB RAM caters to budget-conscious consumers or those with basic usage requirements. These devices offer smooth performance for everyday tasks such as web browsing, social media, and light gaming. Moreover, the 4 GB - 8 GB RAM segment encompasses smartphones that offer a balance between performance and affordability, suitable for multitasking, running demanding applications, and handling moderate gaming that appeals to various consumers seeking a good balance of price and performance representing another major growth-inducing factor.

Besides this, the escalating demand for over 8 GB RAM among power users, gamers,

and professionals requiring high-performance devices is propelling the market growth. They offer seamless multitasking, faster app loading, and enhanced gaming experiences, equipped with powerful processors and ample RAM to handle intensive tasks such as video editing, graphics-intensive gaming, and running multiple resource-demanding applications simultaneously augmenting the market growth.

Breakup by Price Range:

Ultra-Low-End (Less Than \$100)

Low-End (\$100-

## 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 SMARTPHONE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY OPERATING SYSTEM**

- 6.1 Android
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 iOS
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Others

6.3.1 Market Trends

6.3.2 Market Forecast

## **7 MARKET BREAKUP BY DISPLAY TECHNOLOGY**

7.1 LCD Technology

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 OLED Technology

7.2.1 Market Trends

7.2.2 Market Forecast

## **8 MARKET BREAKUP BY RAM CAPACITY**

8.1 Below 4GB

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 4GB - 8GB

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Over 8GB

8.3.1 Market Trends

8.3.2 Market Forecast

## **9 MARKET BREAKUP BY PRICE RANGE**

9.1 Ultra Low-End (Less Than \$100)

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Low-End (\$100->200)

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Mid-Range (\$200->400)

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Mid- to High-End (\$400->600)

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 High-End (\$600->800)

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Premium (\$800->1000) and Ultra-Premium (\$1000 and Above)

9.6.1 Market Trends

9.6.2 Market Forecast

## **10 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

10.1 OEMs

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Online Stores

10.2.1 Market Trends

10.2.2 Market Forecast

10.3 Retailers

10.3.1 Market Trends

10.3.2 Market Forecast

## **11 MARKET BREAKUP BY REGION**

11.1 North America

11.1.1 United States

11.1.1.1 Market Trends

11.1.1.2 Market Forecast

11.1.2 Canada

11.1.2.1 Market Trends

11.1.2.2 Market Forecast

11.2 Asia-Pacific

11.2.1 China

11.2.1.1 Market Trends

11.2.1.2 Market Forecast

11.2.2 Japan

11.2.2.1 Market Trends

11.2.2.2 Market Forecast

11.2.3 India

11.2.3.1 Market Trends

11.2.3.2 Market Forecast

11.2.4 South Korea

11.2.4.1 Market Trends



- 11.2.4.2 Market Forecast
- 11.2.5 Australia
  - 11.2.5.1 Market Trends
  - 11.2.5.2 Market Forecast
- 11.2.6 Indonesia
  - 11.2.6.1 Market Trends
  - 11.2.6.2 Market Forecast
- 11.2.7 Others
  - 11.2.7.1 Market Trends
  - 11.2.7.2 Market Forecast
- 11.3 Europe
  - 11.3.1 Germany
    - 11.3.1.1 Market Trends
    - 11.3.1.2 Market Forecast
  - 11.3.2 France
    - 11.3.2.1 Market Trends
    - 11.3.2.2 Market Forecast
  - 11.3.3 United Kingdom
    - 11.3.3.1 Market Trends
    - 11.3.3.2 Market Forecast
  - 11.3.4 Italy
    - 11.3.4.1 Market Trends
    - 11.3.4.2 Market Forecast
  - 11.3.5 Spain
    - 11.3.5.1 Market Trends
    - 11.3.5.2 Market Forecast
  - 11.3.6 Russia
    - 11.3.6.1 Market Trends
    - 11.3.6.2 Market Forecast
  - 11.3.7 Others
    - 11.3.7.1 Market Trends
    - 11.3.7.2 Market Forecast
- 11.4 Latin America
  - 11.4.1 Brazil
    - 11.4.1.1 Market Trends
    - 11.4.1.2 Market Forecast
  - 11.4.2 Mexico
    - 11.4.2.1 Market Trends
    - 11.4.2.2 Market Forecast

- 11.4.3 Others
  - 11.4.3.1 Market Trends
  - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
  - 11.5.1 Market Trends
  - 11.5.2 Market Breakup by Country
  - 11.5.3 Market Forecast

## **12 SWOT ANALYSIS**

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

## **13 VALUE CHAIN ANALYSIS**

## **14 PORTERS FIVE FORCES ANALYSIS**

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

## **15 PRICE ANALYSIS**

## **16 COMPETITIVE LANDSCAPE**

- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players
  - 16.3.1 Apple Inc.
    - 16.3.1.1 Company Overview
    - 16.3.1.2 Product Portfolio
    - 16.3.1.3 Financials
    - 16.3.1.4 SWOT Analysis

- 16.3.2 HTC Corporation
  - 16.3.2.1 Company Overview
  - 16.3.2.2 Product Portfolio
  - 16.3.2.3 Financials
- 16.3.3 Huawei Technologies Co. Ltd. (Huawei Investment & Holding Co. Ltd.)
  - 16.3.3.1 Company Overview
  - 16.3.3.2 Product Portfolio
  - 16.3.3.3 SWOT Analysis
- 16.3.4 Lava International
  - 16.3.4.1 Company Overview
  - 16.3.4.2 Product Portfolio
- 16.3.5 Lenovo Group Limited
  - 16.3.5.1 Company Overview
  - 16.3.5.2 Product Portfolio
  - 16.3.5.3 Financials
  - 16.3.5.4 SWOT Analysis
- 16.3.6 Nokia Corporation
  - 16.3.6.1 Company Overview
  - 16.3.6.2 Product Portfolio
  - 16.3.6.3 Financials
  - 16.3.6.4 SWOT Analysis
- 16.3.7 Realme Chongqing Mobile Telecommunications Corp. Ltd. (BBK Electronics Corporation)
  - 16.3.7.1 Company Overview
  - 16.3.7.2 Product Portfolio
- 16.3.8 Samsung Electronics Co. Ltd.
  - 16.3.8.1 Company Overview
  - 16.3.8.2 Product Portfolio
  - 16.3.8.3 Financials
  - 16.3.8.4 SWOT Analysis
- 16.3.9 Sony Corporation
  - 16.3.9.1 Company Overview
  - 16.3.9.2 Product Portfolio
  - 16.3.9.3 Financials
  - 16.3.9.4 SWOT Analysis
- 16.3.10 TCL Technology
  - 16.3.10.1 Company Overview
  - 16.3.10.2 Product Portfolio
  - 16.3.10.3 Financials

#### 16.3.11 Xiaomi Corporation

##### 16.3.11.1 Company Overview

##### 16.3.11.2 Product Portfolio

##### 16.3.11.3 Financials

#### 16.3.12 ZTE Corporation

##### 16.3.12.1 Company Overview

##### 16.3.12.2 Product Portfolio

##### 16.3.12.3 Financials

## List Of Tables

### LIST OF TABLES

Table 1: Global: Smartphone Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Smartphone Market Forecast: Breakup by Operating System (in Million Units), 2024-2032

Table 3: Global: Smartphone Market Forecast: Breakup by Display Technology (in Million Units), 2024-2032

Table 4: Global: Smartphone Market Forecast: Breakup by RAM Capacity (in Million Units), 2024-2032

Table 5: Global: Smartphone Market Forecast: Breakup by Price Range (in Million Units), 2024-2032

Table 6: Global: Smartphone Market Forecast: Breakup by Distribution Channel (in Million Units), 2024-2032

Table 7: Global: Smartphone Market Forecast: Breakup by Region (in Million Units), 2024-2032

Table 8: Global: Smartphone Market: Competitive Structure

Table 9: Global: Smartphone Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Smartphone Market: Major Drivers and Challenges

Figure 2: Global: Smartphone Market: Volume Trends (in Million Units), 2018-2023

Figure 3: Global: Smartphone Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 4: Global: Smartphone Market: Breakup by Operating System (in %), 2023

Figure 5: Global: Smartphone Market: Breakup by Display Technology (in %), 2023

Figure 6: Global: Smartphone Market: Breakup by RAM Capacity (in %), 2023

Figure 7: Global: Smartphone Market: Breakup by Price Range (in %), 2023

Figure 8: Global: Smartphone Market: Breakup by Distribution Channel (in %), 2023

Figure 9: Global: Smartphone Market: Breakup by Region (in %), 2023

Figure 10: Global: Smartphone (Android) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 11: Global: Smartphone (Android) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 12: Global: Smartphone (iOS) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 13: Global: Smartphone (iOS) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 14: Global: Smartphone (Other Operating Systems) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 15: Global: Smartphone (Other Operating Systems) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 16: Global: Smartphone (LCD Technology) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 17: Global: Smartphone (LCD Technology) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 18: Global: Smartphone (OLED Technology) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 19: Global: Smartphone (OLED Technology) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 20: Global: Smartphone (Below 4GB) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 21: Global: Smartphone (Below 4GB) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 22: Global: Smartphone (4GB - 8GB) Market: Volume Trends (in Million Units),

2018 & 2023

Figure 23: Global: Smartphone (4GB - 8GB) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 24: Global: Smartphone (Over 8GB) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 25: Global: Smartphone (Over 8GB) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 26: Global: Smartphone (Ultra Low-End (Less Than \$100)) Market: Volume Trends (in Million Units), 2018 & 2023

Figure 27: Global: Smartphone (Ultra Low-End (Less Than \$100)) Market Forecast: Volume Trends (in Million Units), 2024-2032

Figure 28: Global: Smartphone (Low-End (\$100-

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