

Smartphone Industry in India - SWOT Analysis

<https://marketpublishers.com/r/S3C248A31A8EN.html>

Date: July 2012

Pages: 12

Price: US\$ 100.00 (Single User License)

ID: S3C248A31A8EN

Abstracts

Overview

India is the second largest mobile handset market in the world (after China), and is poised to become an even larger market. Revenues of the Indian mobile handset market grew by 15% to touch USD 6.75 Bn in 2010-11 from USD 5.88 Bn a year back.

The mature Indian mobile consumers' increasing preference for high-end handsets and the younger demographics' desire to use mobile Web technologies could see the Smartphone markets revenues soar.

Smartphone shipments are expected to rise sharply from 11.2 million units in 2011 to 73.4 million units in 2015E comprising 25% of the total mobile handsets market in India. Growth in smartphones is likely to surpass the overall growth in the mobile handset industry. The segment is anticipated to continue its ride with a CAGR of 60% during 2011-2015, while the mobile handsets will register a CAGR of 13% in the same period.

Scope of the report

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

Contents

OVERVIEW

SWOT ANALYSIS

STRENGTHS

1. Large customer base
2. Higher margins
3. Hi-end Technology – No compromise!

WEAKNESS

1. Low manufacturing Base
2. High focus on R& D

OPPORTUNITIES

1. Rising 3G uptake
2. Rising Data usage
3. Growing rural numbers
4. Rising disposable income

THREATS

1. Competition
2. The Chinese presence!
3. Virus Attacks

List Of Figures

LIST OF FIGURES & TABLES

Figure 1 Annual addition of Mobile Subscribers

Figure 2 Challenges faced by Indian manufacturers

Figure 3 Number of Middle Class Households (In Millions, 2011-26E)

I would like to order

Product name: Smartphone Industry in India - SWOT Analysis

Product link: <https://marketpublishers.com/r/S3C248A31A8EN.html>

Price: US\$ 100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S3C248A31A8EN.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