

# Global GenAI-Powered Smartphones Market Growth 2026-2032

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## Abstracts

The global GenAI-Powered Smartphones market size is predicted to grow from US\$ 101203 million in 2025 to US\$ 422362 million in 2032; it is expected to grow at a CAGR of 22.7% from 2026 to 2032.

GenAI-Powered Smartphones are next-generation smartphones that embed generative artificial intelligence capabilities at the system and hardware level, enabling real-time generation and understanding of text, images, voice, and other multimodal content. Unlike traditional AI-enabled smartphones that rely on isolated application functions, GenAI-Powered Smartphones integrate large language models, multimodal models, and AI agents directly into the operating system, supporting natural-language interaction, contextual reasoning, and personalized services.

GenAI-Powered Smartphones are classified by AI deployment (on-device, hybrid, cloud), model type (LLM, multimodal), system integration (OS-level, framework-level), hardware AI capability (NPU performance tiers), and market positioning (flagship, premium-mid, foldable).

In 2025, global GenAI-Powered Smartphones production reaches approximately 185.4 million units, with an average global market price of around US\$558 per unit, highlighting their rapid expansion within the premium and upper-mid smartphone segments.

Upstream, the GenAI-Powered Smartphone industry depends heavily on advanced mobile SoCs with integrated NPUs, leading-edge semiconductor foundries, high-performance DRAM, high-density NAND flash, and advanced image sensors. Software platforms, operating systems, and foundational AI models form a critical upstream layer,

tightly coupled with hardware architecture. Increased AI workloads drive higher requirements for memory bandwidth, power efficiency, and thermal design, strengthening the strategic importance of semiconductor and AI IP supplier.

Downstream, GenAI-Powered Smartphones are sold through traditional consumer electronics retail channels, telecom operators, and increasingly enterprise procurement channels focused on productivity and secure on-device AI. Application developers, cloud service providers, and AI ecosystem partners expand downstream value by enabling content creation, real-time translation, intelligent assistants, and multimodal communication, reinforcing recurring service and ecosystem revenues around the device.

LP Information, Inc. (LPI) ' newest research report, the “GenAI-Powered Smartphones Industry Forecast” looks at past sales and reviews total world GenAI-Powered Smartphones sales in 2025, providing a comprehensive analysis by region and market sector of projected GenAI-Powered Smartphones sales for 2026 through 2032. With GenAI-Powered Smartphones sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world GenAI-Powered Smartphones industry.

This Insight Report provides a comprehensive analysis of the global GenAI-Powered Smartphones landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on GenAI-Powered Smartphones portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global GenAI-Powered Smartphones market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for GenAI-Powered Smartphones and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global GenAI-Powered Smartphones.

This report presents a comprehensive overview, market shares, and growth opportunities of GenAI-Powered Smartphones market by product type, application, key manufacturers and key regions and countries.

### Segmentation by Type:

On-device Generative AI Phones

Hybrid (On-device + Cloud) Generative AI Phones

Cloud-centric Generative AI Phones

### Segmentation by Core AI Capability / Model Type:

LLM-centric Generative AI Phones

Multimodal Generative AI Phones

Visual-first Generative AI Phones

Voice-centric Generative AI Phones

### Segmentation by Hardware AI Enablement:

High-NPU Phones

Mid-NPU Phones

Low-NPU Phones

### Segmentation by Application:

AI Assistant & OS-level Agent

Content Creation & Productivity

Imaging, Video & Multimodal Creation

Communication, Translation & Voice Interaction

## Personalized AI Services & Lifestyle

This report also splits the market by region:

### Americas

United States

Canada

Mexico

Brazil

### APAC

China

Japan

Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Google

Apple

OPPO

Samsung

Honor

VIVO

Xiaomi

Huawei

Lenovo

## Key Questions Addressed in this Report

What is the 10-year outlook for the global GenAI-Powered Smartphones market?

What factors are driving GenAI-Powered Smartphones market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do GenAI-Powered Smartphones market opportunities vary by end market size?

How does GenAI-Powered Smartphones break out by Type, by Application?

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