

# Global Smartphone Industry 2013-2018: Trend, Profit, and Forecast Analysis, March 2013

<https://marketpublishers.com/r/G9F7F9EF181EN.html>

Date: March 2013

Pages: 96

Price: US\$ 2,650.00 (Single User License)

ID: G9F7F9EF181EN

## Abstracts

According to this report, Exhibiting significant growth over the next five years, the global smartphone industry is expected to reach \$259.2 billion by 2018. The industry is highly concentrated, as the top five players account for more than 80% of the market.

Smartphones have experience rapid growth driven by the rapidly expanding availability of apps and a faster Internet experience. The industry is expected to experience further growth as advanced features are continuously emerging.

Exhibiting significant growth over the next five years, the global smartphone industry is expected to reach \$259.2 billion by 2018. The industry is highly concentrated, as the top five players account for more than 80% of the market. Smartphones have experience rapid growth driven by the rapidly expanding availability of apps and a faster Internet experience. The industry is expected to experience further growth as advanced features are continuously emerging.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the industry and presents its findings in Global Smartphone Industry 2013-2018: Trend, Profit, and Forecast Analysis. With today's ever-emerging technologies and innovations in improving smartphones, the industry is growing at a rapid pace.

Lucintel's analysis indicates that the industry faces a challenge from the declining population growth rate. Population control plans in India and China have a negative impact on global productivity. Specifically in Europe and Japan, lack of population growth has hampered the production level. The global GDP contraction and prolonged European debt crisis led to the slowdown of global economy, which also has affected the industry's growth.

The global smartphone industry witnessed strong growth as owing to changing lifestyle the smartphone has become a necessity, dramatically replacing the feature phones. Rapid product introductions, prompt embracing of technological changes and product innovations, aggressive pricing practices drive the industry.

This study is intended to provide industry leaders with a competitive benchmarking of the global smartphone industry. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities and strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the markets potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global smartphone industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions

Global smartphone industry analysis annual trend (2007-2012) and forecast (2013-2018)

Porters Five Force analysis

New product launch and merger and acquisition activity in global smartphone industry analysis

Quarterly demand trend (Q1 2011-Q4 2012) and forecast analysis (Q1 2013-Q4 2014) for global smartphone industry analysis

Gross and net profit trends in the global smartphone industry analysis

Cost structure trend in the global as well as regional smartphone analysis

More than 43 valuable figures/charts and 10 tables are provided in this report

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