

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

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## **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 todays ever-emerging technologies and innovations in improving smartphones, the industry is growing at a rapid pace.

Lucintels 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 industrys 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

## Contents

- 1. EXECUTIVE SUMMARY**
- 2. INDUSTRY DEFINITION AND SCOPE**
- 3. INDUSTRY OVERVIEW**
- 4. GLOBAL MACROECONOMIC OVERVIEW**
- 5. INDUSTRY TRENDS**
- 6. INDUSTRY FORECASTS**
- 7. EMERGING TRENDS**
- 8. CONCLUSIONS**

## List Of Figures

### LIST OF FIGURES

#### CHAPTER 3. INDUSTRY OVERVIEW

Figure 3.1: External forces shaping global smartphone industry

#### CHAPTER 4. GLOBAL MACROECONOMIC OVERVIEW

Figure 4.1: Global GDP growth rate trend

Figure 4.2: Global inflation rate trend

Figure 4.3: Global population growth rate trend

Figure 4.4: Global unemployment rate trend

Figure 4.5: Regional GDP growth rate trend

Figure 4.6: Regional inflation rate trend

Figure 4.7: Regional population growth rate trend

Figure 4.8: Regional unemployment rate trend

#### CHAPTER 5. INDUSTRY TRENDS

Figure 5.1: Global smartphone industry annual trend 2007-12 (US \$B)

Figure 5.2: Global smartphone industry regional trend 2007-12 (US \$B)

Figure 5.3: Global smartphone industry regional trend 2007-12 (%)

Figure 5.4: Global smartphone industry quarterly trend 2011-12 (US \$B)

Figure 5.5: Global smartphone industry profitability trend 2007-12

Figure 5.6: Global smartphone industry revenue per employee trend 2007-12

Figure 5.7: Cost structure of global smartphone industry 2007-12

Figure 5.8: Cost structure in North American smartphone industry 2007-12

Figure 5.9: Cost structure in European smartphone industry 2007-12

Figure 5.10: Cost structure in Asia Pacific smartphone industry 2007-12

Figure 5.11: Top 5 companies Vs. smartphone industry gross profit & net profit analysis 2012

Figure 5.12: Cash on hand for global smartphone industry 2007-12 (US \$B)

Figure 5.13: Cash on hand for global smartphone industry 2007-12 (%)

Figure 5.14: Asset for global smartphone industry 2007-12 (US \$B)

Figure 5.15: Assets for global smartphone industry 2007-12 (%)

Figure 5.16: Debt for global smartphone industry 2007-12 (US \$B)

Figure 5.17: Debt for global smartphone industry 2007-12 (%)

Figure 5.18: Industry shares of top players in global smartphone industry in 2007

Figure 5.19: Industry shares of top players in global smartphone industry in 2012

Figure 5.20: Global smartphone industry 2007 market share analysis

Figure 5.21: Global smartphone industry 2012 market share analysis

## **CHAPTER 6. INDUSTRY FORECASTS**

Figure 6.1: Global smartphone industry annual forecast 2013-18 (US \$B)

Figure 6.2: Global smartphone industry quarterly forecast 2012-13 (US \$B)

Figure 6.3: Global GDP growth rate forecast

Figure 6.4: Global inflation rate forecast

Figure 6.5: Global population growth rate forecast

Figure 6.6: Global unemployment rate forecast

Figure 6.7: Regional GDP growth rate forecast

Figure 6.8: Regional inflation rate forecast

Figure 6.9: Regional population growth rate forecast

Figure 6.10: Regional unemployment rate forecast

Figure 6.11: Global smartphone industry regional forecast 2013-18 (US \$B)

Figure 6.12: Global smartphone industry regional forecast 2013-18 (%)

## **CHAPTER 7. EMERGING TRENDS**

Figure 7.1: Global smartphone industry opportunity by region

## List Of Tables

### LIST OF TABLES

#### CHAPTER 3. INDUSTRY OVERVIEW

Table 3.1: Industry parameters of global smartphone industry

Table 3.2: Relative industry attractiveness by region

#### CHAPTER 5. INDUSTRY TRENDS

Table 5.1: Regional revenue growth rate

Table 5.2: Percentage change in cost structure

Table 5.3: Percentage change in cash on hand

Table 5.4: Percentage change in total asset

Table 5.5: Percentage change in total debt

Table 5.6: Key companies by revenue growth

Table 5.7: Key companies by revenue decline

#### CHAPTER 6. INDUSTRY FORECASTS

Table 6.1: Global smartphone regional forecast growth rate

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