

# Global Mobile Phones Industry Profile & Value Chain Analysis

<https://marketpublishers.com/r/G412079B8BEEN.html>

Date: April 2018

Pages: 52

Price: US\$ 495.00 (Single User License)

ID: G412079B8BEEN

## Abstracts

Global Mobile Phones Industry Profile & Value Chain Analysis

### SUMMARY

Global mobile phones industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value and supply chain analysis reveals the business activities which comprise the global mobile phones value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value chain. Key value/supply chain stages analyzed include raw materials, component production, device assembly, distribution/wholesaling, and retail.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global mobile phones market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The mobile phone market consists of all cell phones used for mobile telephony. The market is split into two segments: feature phones and smartphones.

The global mobile phones market had total revenues of \$315,053.9m in 2017, representing a compound annual growth rate (CAGR) of 3.4% between 2013 and 2017.

Market consumption volume increased with a CAGR of 5.5% between 2013 and 2017, to reach a total of 1,531.3 million units in 2017.

Major electronics players are maximizing revenue streams via backwards integration. Some, such as Samsung, even benefit from rival sales by acting as a supplier to competitors.

Handset costs are soaring, increasing the risk of dependence on telcos as sales channel because consumers need to spread the cost.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the mobile phones market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global mobile phones market

Leading company profiles reveal details of key mobile phones market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global mobile phones market with five year forecasts by both value and volume

Quickly and easily identify the key stages and sub-stages of the global mobile phones market value/supply chain

See examples of companies active at each stage of the global mobile phones market value/supply chain

Examine trends and burning issues impacting the global mobile phones market value/supply chain

## REASONS TO BUY

What was the size of the global mobile phones market by value in 2017?

What will be the size of the global mobile phones market in 2022?

What factors are affecting the strength of competition in the global mobile phones market?

How has the market performed over the last five years?

What are the main segments that make up the global mobile phones market?

Who are the top competitors in the global mobile phones market?

What are the key stages and sub-stages of the global mobile phones market value/supply chain?

## Contents

Executive Summary  
Value chain analysis  
Market value  
Market value forecast  
Market volume  
Market volume forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Value Chain Analysis  
Mobile Phones Market complete value chain overview  
Raw Materials  
Component Production  
Device Assembly  
Distribution  
Retail  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market volume  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market Outlook  
Market value forecast  
Market volume forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Apple Inc.

Huawei Investment & Holding Co., Ltd.

Samsung Electronics Co., Ltd.

Sony Corporation

Methodology

Industry associations

Related MarketLine research

Appendix

About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Global mobile phones market value: \$ billion, 2013-17
- Table 2: Global mobile phones market volume: million units, 2013-17
- Table 3: Global mobile phones market category segmentation: \$ billion, 2017
- Table 4: Global mobile phones market geography segmentation: \$ billion, 2017
- Table 5: Global mobile phones market value forecast: \$ billion, 2017-22
- Table 6: Global mobile phones market volume forecast: million units, 2017-22
- Table 7: Apple Inc.: key facts
- Table 8: Apple Inc.: key financials (\$)
- Table 9: Apple Inc.: key financial ratios
- Table 10: Huawei Investment & Holding Co., Ltd.: key facts
- Table 11: Huawei Investment & Holding Co., Ltd.: key financials (\$)
- Table 12: Huawei Investment & Holding Co., Ltd.: key financials (CNY)
- Table 13: Huawei Investment & Holding Co., Ltd.: key financial ratios
- Table 14: Samsung Electronics Co., Ltd.: key facts
- Table 15: Samsung Electronics Co., Ltd.: key financials (\$)
- Table 16: Samsung Electronics Co., Ltd.: key financials (KRW)
- Table 17: Samsung Electronics Co., Ltd.: key financial ratios
- Table 18: Sony Corporation: key facts
- Table 19: Sony Corporation: key financials (\$)
- Table 20: Sony Corporation: key financials (¥)
- Table 21: Sony Corporation: key financial ratios

## List Of Figures

### LIST OF FIGURES

- Figure 1: Mobile Phones Market complete value chain overview
- Figure 2: Mobile Phones Market complete value chain with active companies
- Figure 3: Raw Material Producers - Overview
- Figure 4: Component Production - Overview
- Figure 5: Device Assembly - Overview
- Figure 6: Distribution - Overview
- Figure 7: Retail- Overview
- Figure 8: Global mobile phones market value: \$ billion, 2013-17
- Figure 9: Global mobile phones market volume: million units, 2013-17
- Figure 10: Global mobile phones market category segmentation: % share, by value, 2017
- Figure 11: Global mobile phones market geography segmentation: % share, by value, 2017
- Figure 12: Global mobile phones market value forecast: \$ billion, 2017-22
- Figure 13: Global mobile phones market volume forecast: million units, 2017-22
- Figure 14: Forces driving competition in the global mobile phones market, 2017
- Figure 15: Drivers of buyer power in the global mobile phones market, 2017
- Figure 16: Drivers of supplier power in the global mobile phones market, 2017
- Figure 17: Factors influencing the likelihood of new entrants in the global mobile phones market, 2017
- Figure 18: Factors influencing the threat of substitutes in the global mobile phones market, 2017
- Figure 19: Drivers of degree of rivalry in the global mobile phones market, 2017
- Figure 20: Apple Inc.: revenues & profitability
- Figure 21: Apple Inc.: assets & liabilities
- Figure 22: Huawei Investment & Holding Co., Ltd.: revenues & profitability
- Figure 23: Huawei Investment & Holding Co., Ltd.: assets & liabilities
- Figure 24: Samsung Electronics Co., Ltd.: revenues & profitability
- Figure 25: Samsung Electronics Co., Ltd.: assets & liabilities
- Figure 26: Sony Corporation: revenues & profitability
- Figure 27: Sony Corporation: assets & liabilities

## I would like to order

Product name: Global Mobile Phones Industry Profile & Value Chain Analysis

Product link: <https://marketpublishers.com/r/G412079B8BEEN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G412079B8BEEN.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