

Global Mobile Phones Industry Profile & Value Chain Analysis

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Abstracts

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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

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