

# Mobile Phones Global Industry Almanac - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

Mobile Phones Global Industry Almanac - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Global Mobile Phones industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Mobile Phones market includes mobile phone service revenues and average minutes of use (MOU). Market values are made up of total mobile revenues containing revenues from mobile service providers and other members of the mobile service value-chain for the provision of mobile telephony services, excluding revenues from the sale of devices. Market volumes are made up of two segments: prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up from the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.

All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

Forecast figures in this report have taken into account the estimated impact that the COVID-19 pandemic will have on the market, though the length of the pandemic and restrictions imposed by governments around the world is not certain, therefore the impact on the market is difficult to predict.

The global mobile phones market had total revenues of \$720.2bn in 2020, representing a compound annual rate of change (CARC) of -1.5% between 2016 and 2020.

Market consumption volumes declined with a CARC of -0.4% between 2016 and 2020, to reach a total of 775.7 Average MOU in 2020.

Post-paid had the highest volume in the global mobile phones market in 2020, with a total of 607.6 Average MOU, equivalent to 78.3% of the market's overall volume.

## **SCOPE**

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

## **REASONS TO BUY**

What was the size of the global mobile phones market by value in 2020?

What will be the size of the global mobile phones market in 2025?

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?

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