

Mobile Phones Global Industry Almanac 2015-2024

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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 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

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 and leading companies.

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 currency conversions are carried out at constant average annual 2019 exchange rates.

The global mobile phones market had total revenues of \$790.0bn in 2019, representing a compound annual growth rate (CAGR) of 0.1% between 2015 and 2019.

Postpaid had the highest volume in the global mobile phones market in 2019, with a total of 15,962.1 average MOU, equivalent to 69.1% of the market's overall volume.

The mobile phones market has saturated due to the increasing penetration of smartphones in globally.

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 2019?

What will be the size of the global mobile phones market in 2024?

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Competitive Landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL MOBILE PHONES

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

4 MOBILE PHONES IN ASIA-PACIFIC

5 MOBILE PHONES IN EUROPE

6 MOBILE PHONES IN FRANCE

7 MOBILE PHONES IN GERMANY

8 MOBILE PHONES IN AUSTRALIA

9 MOBILE PHONES IN BRAZIL

10 MOBILE PHONES IN CANADA

11 MOBILE PHONES IN CHINA

12 MOBILE PHONES IN INDIA

13 MOBILE PHONES IN INDONESIA

14 MOBILE PHONES IN ITALY

15 MOBILE PHONES IN JAPAN

16 MOBILE PHONES IN MEXICO

17 MOBILE PHONES IN THE NETHERLANDS

18 MOBILE PHONES IN NORTH AMERICA

19 MOBILE PHONES IN RUSSIA

20 MOBILE PHONES IN SCANDINAVIA

21 MOBILE PHONES IN SINGAPORE

22 MOBILE PHONES IN SOUTH AFRICA

23 MOBILE PHONES IN SOUTH KOREA

24 MOBILE PHONES IN SPAIN

25 MOBILE PHONES IN TURKEY

26 MOBILE PHONES IN THE UNITED KINGDOM

27 MOBILE PHONES IN THE UNITED STATES

28 COMPANY PROFILES

29 APPENDIX

29.1. Methodology

29.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global mobile phones market value: \$ billion, 2015-19
- Table 2: Global mobile phones market volume: Average MOU, 2015-19
- Table 3: Global mobile phones market category segmentation: Average MOU, 2019
- Table 4: Global mobile phones market geography segmentation: \$ billion, 2019
- Table 5: Global mobile phones market value forecast: \$ billion, 2019-24
- Table 6: Global mobile phones market volume forecast: Average MOU, 2019-24
- Table 7: Global size of population (million), 2015-19
- Table 8: Global gdp (constant 2005 prices, \$ billion), 2015-19
- Table 9: Global gdp (current prices, \$ billion), 2015-19
- Table 10: Global inflation, 2015-19
- Table 11: Global consumer price index (absolute), 2015-19
- Table 12: Global exchange rate, 2015-19
- Table 13: Asia-Pacific mobile phones market value: \$ billion, 2015-19
- Table 14: Asia-Pacific mobile phones market volume: Average MOU, 2015-19
- Table 15: Asia-Pacific mobile phones market category segmentation: Average MOU, 2019
- Table 16: Asia-Pacific mobile phones market geography segmentation: \$ billion, 2019
- Table 17: Asia-Pacific mobile phones market value forecast: \$ billion, 2019-24
- Table 18: Asia-Pacific mobile phones market volume forecast: Average MOU, 2019-24
- Table 19: Europe mobile phones market value: \$ billion, 2015-19
- Table 20: Europe mobile phones market volume: Average MOU, 2015-19
- Table 21: Europe mobile phones market category segmentation: Average MOU, 2019
- Table 22: Europe mobile phones market geography segmentation: \$ billion, 2019
- Table 23: Europe mobile phones market value forecast: \$ billion, 2019-24
- Table 24: Europe mobile phones market volume forecast: Average MOU, 2019-24
- Table 25: Europe size of population (million), 2015-19
- Table 26: Europe gdp (constant 2005 prices, \$ billion), 2015-19
- Table 27: Europe gdp (current prices, \$ billion), 2015-19
- Table 28: Europe inflation, 2015-19
- Table 29: Europe consumer price index (absolute), 2015-19
- Table 30: Europe exchange rate, 2015-19
- Table 31: France mobile phones market value: \$ billion, 2015-19
- Table 32: France mobile phones market volume: Average MOU, 2015-19
- Table 33: France mobile phones market category segmentation: Average MOU, 2019
- Table 34: France mobile phones market geography segmentation: \$ billion, 2019

- Table 35: France mobile phones market value forecast: \$ billion, 2019-24
- Table 36: France mobile phones market volume forecast: Average MOU, 2019-24
- Table 37: France size of population (million), 2015-19
- Table 38: France gdp (constant 2005 prices, \$ billion), 2015-19
- Table 39: France gdp (current prices, \$ billion), 2015-19
- Table 40: France inflation, 2015-19
- Table 41: France consumer price index (absolute), 2015-19
- Table 42: France exchange rate, 2015-19
- Table 43: Germany mobile phones market value: \$ billion, 2015-19
- Table 44: Germany mobile phones market volume: Average MOU, 2015-19
- Table 45: Germany mobile phones market category segmentation: Average MOU, 2019
- Table 46: Germany mobile phones market geography segmentation: \$ billion, 2019
- Table 47: Germany mobile phones market value forecast: \$ billion, 2019-24
- Table 48: Germany mobile phones market volume forecast: Average MOU, 2019-24
- Table 49: Germany size of population (million), 2015-19
- Table 50: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 51: Germany gdp (current prices, \$ billion), 2015-19
- Table 52: Germany inflation, 2015-19
- Table 53: Germany consumer price index (absolute), 2015-19
- Table 54: Germany exchange rate, 2015-19
- Table 55: Australia mobile phones market value: \$ billion, 2015-19
- Table 56: Australia mobile phones market volume: Average MOU, 2015-19
- Table 57: Australia mobile phones market category segmentation: Average MOU, 2019
- Table 58: Australia mobile phones market geography segmentation: \$ billion, 2019
- Table 59: Australia mobile phones market value forecast: \$ billion, 2019-24

List Of Figures

LIST OF FIGURES

Figure 1: Global mobile phones market value: \$ billion, 2015-19

Figure 2: Global mobile phones market volume: Average MOU, 2015-19

Figure 3: Global mobile phones market category segmentation: % share, by volume, 2019

Figure 4: Global mobile phones market geography segmentation: % share, by value, 2019

Figure 5: Global mobile phones market value forecast: \$ billion, 2019-24

Figure 6: Global mobile phones market volume forecast: Average MOU, 2019-24

Figure 7: Forces driving competition in the global mobile phones market, 2019

Figure 8: Drivers of buyer power in the global mobile phones market, 2019

Figure 9: Drivers of supplier power in the global mobile phones market, 2019

Figure 10: Factors influencing the likelihood of new entrants in the global mobile phones market, 2019

Figure 11: Factors influencing the threat of substitutes in the global mobile phones market, 2019

Figure 12: Drivers of degree of rivalry in the global mobile phones market, 2019

Figure 13: Asia-Pacific mobile phones market value: \$ billion, 2015-19

Figure 14: Asia-Pacific mobile phones market volume: Average MOU, 2015-19

Figure 15: Asia-Pacific mobile phones market category segmentation: % share, by volume, 2019

Figure 16: Asia-Pacific mobile phones market geography segmentation: % share, by value, 2019

Figure 17: Asia-Pacific mobile phones market value forecast: \$ billion, 2019-24

Figure 18: Asia-Pacific mobile phones market volume forecast: Average MOU, 2019-24

Figure 19: Forces driving competition in the mobile phones market in Asia-Pacific, 2019

Figure 20: Drivers of buyer power in the mobile phones market in Asia-Pacific, 2019

Figure 21: Drivers of supplier power in the mobile phones market in Asia-Pacific, 2019

Figure 22: Factors influencing the likelihood of new entrants in the mobile phones market in Asia-Pacific, 2019

Figure 23: Factors influencing the threat of substitutes in the mobile phones market in Asia-Pacific, 2019

Figure 24: Drivers of degree of rivalry in the mobile phones market in Asia-Pacific, 2019

Figure 25: Europe mobile phones market value: \$ billion, 2015-19

Figure 26: Europe mobile phones market volume: Average MOU, 2015-19

Figure 27: Europe mobile phones market category segmentation: % share, by volume,

2019

Figure 28: Europe mobile phones market geography segmentation: % share, by value, 2019

Figure 29: Europe mobile phones market value forecast: \$ billion, 2019-24

Figure 30: Europe mobile phones market volume forecast: Average MOU, 2019-24

Figure 31: Forces driving competition in the mobile phones market in Europe, 2019

Figure 32: Drivers of buyer power in the mobile phones market in Europe, 2019

Figure 33: Drivers of supplier power in the mobile phones market in Europe, 2019

Figure 34: Factors influencing the likelihood of new entrants in the mobile phones market in Europe, 2019

Figure 35: Factors influencing the threat of substitutes in the mobile phones market in Europe, 2019

Figure 36: Drivers of degree of rivalry in the mobile phones market in Europe, 2019

Figure 37: France mobile phones market value: \$ billion, 2015-19

Figure 38: France mobile phones market volume: Average MOU, 2015-19

Figure 39: France mobile phones market category segmentation: % share, by volume, 2019

Figure 40: France mobile phones market geography segmentation: % share, by value, 2019

Figure 41: France mobile phones market value forecast: \$ billion, 2019-24

Figure 42: France mobile phones market volume forecast: Average MOU, 2019-24

Figure 43: Forces driving competition in the mobile phones market in France, 2019

Figure 44: Drivers of buyer power in the mobile phones market in France, 2019

Figure 45: Drivers of supplier power in the mobile phones market in France, 2019

Figure 46: Factors influencing the likelihood of new entrants in the mobile phones market in France, 2019

Figure 47: Factors influencing the threat of substitutes in the mobile phones market in France, 2019

Figure 48: Drivers of degree of rivalry in the mobile phones market in France, 2019

Figure 49: Germany mobile phones market value: \$ billion, 2015-19

Figure 50: Germany mobile phones market volume: Average MOU, 2015-19

Figure 51: Germany mobile phones market category segmentation: % share, by volume, 2019

Figure 52: Germany mobile phones market geography segmentation: % share, by value, 2019

Figure 53: Germany mobile phones market value forecast: \$ billion, 2019-24

Figure 54: Germany mobile phones market volume forecast: Average MOU, 2019-24

Figure 55: Forces driving competition in the mobile phones market in Germany, 2019

Figure 56: Drivers of buyer power in the mobile phones market in Germany, 2019

Figure 57: Drivers of supplier power in the mobile phones market in Germany, 2019

Figure 58: Factors influencing the likelihood of new entrants in the mobile phones market in Germany, 2019

Figure 59: Factors influencing the threat of substitutes in the mobile phones market in Germany, 2019

Figure 60: Drivers of degree of rivalry in the mobile phones market in Germany, 2019

COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

Huawei Technologies Co Ltd

Sony Network Communications Inc.

Nokia Corporation

Lenovo Group Limited

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LG Electronics, Inc.

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