

Mobile Phones Global Industry Almanac 2015-2024

<https://marketpublishers.com/r/M32DCE4D34BEN.html>

Date: June 2020

Pages: 515

Price: US\$ 2,995.00 (Single User License)

ID: M32DCE4D34BEN

Abstracts

Mobile Phones Global Industry Almanac 2015-2024

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 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?

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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.

Alphabet Inc

Micromax Informatics Ltd

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