

Mobile Phones in North America

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Abstracts

Mobile Phones in North America

SUMMARY

Mobile Phones in North America industry profile provides top%li%line qualitative and quantitative summary information including: market size (value and volume 2015%li%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.

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%li%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.

The North American mobile phones market had total revenues of \$218.1bn in 2019, representing a compound annual rate of change (CARC) of - 0.9% between 2015 and 2019.

Postpaid had the highest volume in the North American mobile phones market in

2019, with a total of 1,963.9 average MOU, equivalent to 66.4% of the market's overall volume

The mobile phones market has saturated due to the high penetration of smartphones in the region, particularly the US and Canada at 77% and 72.1% respectively as of 2018.

SCOPE

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

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

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 North America mobile phones market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the North America mobile phones market by value in 2019?

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

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

How has the market performed over the last five years?

What are the main segments that make up North America's mobile phones market?

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COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

Lenovo Group Limited

LG Electronics, Inc.

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