

# Mobile Phones in the United States

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## Abstracts

Mobile Phones in the United States

### SUMMARY

Mobile Phones in the United States 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 US mobile phones market had total revenues of \$192.0bn in 2019, representing a compound annual rate of change (CARC) of - 0.6% between 2015 and 2019.

Postpaid had the highest volume in the US mobile phones market in 2019, with

a total of 784.7 average MOU, equivalent to 59.2% of the market's overall volume

Growth in market consumption but a decrease in value for the historic period suggests that consumers have been purchasing cheaper phones.

## **SCOPE**

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

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

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 United States mobile phones market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the United States mobile phones market by value in 2019?

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

What factors are affecting the strength of competition in the United States mobile phones market?

How has the market performed over the last five years?

What are the main segments that make up the United States's 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. Market rivalry
- 1.8. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

7.1. Who are the leading players?

7.2. How is technological innovation shaping the strategy of leading players?

7.3. What are the strengths of the leading players?

7.4. What threats do the leading players face?

## **8 COMPANY PROFILES**

8.1. Apple Inc

8.2. Samsung Electronics Co Ltd.

8.3. Lenovo Group Limited

8.4. LG Electronics, Inc.

## **9 MACROECONOMIC INDICATORS**

9.1. Country data

## **10 APPENDIX**

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: United States mobile phones market value: \$ billion, 2015-19

Table 2: United States mobile phones market volume: Average MOU, 2015-19

Table 3: United States mobile phones market category segmentation: Average MOU, 2019

Table 4: United States mobile phones market geography segmentation: \$ billion, 2019

Table 5: United States mobile phones market value forecast: \$ billion, 2019-24

Table 6: United States mobile phones market volume forecast: Average MOU, 2019-24

Table 7: Apple Inc: key facts

Table 8: Apple Inc: Annual Financial Ratios

Table 9: Apple Inc: Key Employees

Table 10: Apple Inc: Key Employees Continued

Table 11: Samsung Electronics Co Ltd.: key facts

Table 12: Samsung Electronics Co Ltd.: Annual Financial Ratios

Table 13: Samsung Electronics Co Ltd.: Key Employees

Table 14: Lenovo Group Limited: key facts

Table 15: Lenovo Group Limited: Annual Financial Ratios

Table 16: Lenovo Group Limited: Key Employees

Table 17: Lenovo Group Limited: Key Employees Continued

Table 18: LG Electronics, Inc.: key facts

Table 19: LG Electronics, Inc.: Annual Financial Ratios

Table 20: LG Electronics, Inc.: Key Employees

Table 21: United States size of population (million), 2015-19

Table 22: United States gdp (constant 2005 prices, \$ billion), 2015-19

Table 23: United States gdp (current prices, \$ billion), 2015-19

Table 24: United States inflation, 2015-19

Table 25: United States consumer price index (absolute), 2015-19

Table 26: United States exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

Lenovo Group Limited

LG Electronics, Inc.

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