

Mobile Phones in the United States

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SUMMARY

Mobile Phones in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the United States mobile phones market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

- The mobile phone market consists of all cell phones used for mobile telephony. The market is split into two segments: feature phones and smartphones.
- The US mobile phones market had total revenues of \$61,125.4m in 2017, representing a compound annual growth rate (CAGR) of 1.1% between 2013 and 2017.
- Market consumption volume increased with a CAGR of 3.2% between 2013 and 2017, to reach a total of 174.1 million units in 2017.
- Growth in the US market should recover over the coming years to post stable and moderate growth rates. The US has a smartphone penetration rate of over 80%, meaning that the room for rapid expansion in this market has already been absorbed. Due to the popularity of mobile phones, growth will take place, but not at speeds seen in 2014 and 2015.

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 2017?

- What will be the size of the United States mobile phones market in 2022?
- 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?

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COMPANIES MENTIONED

Apple Inc.

Lenovo Group Limited

LG Electronics, Inc.

Samsung Electronics Co., Ltd.

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