

Global Smartphones Market

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Abstracts

Smartphones are fast becoming a viable alternative to PDAs and laptops, offering phone features such as voice and SMS coupled with mobile internet applications, multimedia functionality, high speed data processing capabilities, and inbuilt GPS capabilities. The report aims at providing extensive market intelligence on the smartphones market, which is currently witnessing high growth due to a host of factors, including lower product cost, improved handset design and functionalities, the expansion of global mobile email and browsing services, the emergence of 3G and 4G network technologies, the rising competition among mobile carriers, and the standardization and upgrades of operating systems. This report will identify the key players in each application market; focusing on their growth strategies and other developments such as geographic expansion and the development of patented technologies.

Markets Covered

This report analyzes the global smartphones markets based on:

Operating System:

Symbian, Blackberry, Windows, iPhone OS, Android, Linux, Web OS, Others

Devices:

Consumer phones (high-end, mid-range, and entry-level)

Business phones (large enterprise and small and medium business)

Input Method (touchscreen, keyboard, and keypad).

The report extensively analyzes each macro and micro smartphones market based on operating system; and also offers market analyses of application segments such as consumer and business smartphones. In addition to market sizes and forecasts, the report also provides a detailed analysis of the market trends and factors influencing market growth, offering in-depth geographic analyses of the smartphones markets in the North America, Europe, Asia-Pacific, and Rest of the World (ROW). The report draws the competitive landscape of the global smartphones market, providing an in-depth comparative analysis of the technological and marketing strategies the key players are adopting in order to gain an edge over their competitors.

Stakeholders

The intended audience of this report includes:

Smartphones suppliers

Operating systems and chipset developers

Smartphones device manufacturers

Smartphones accessories manufacturers

End-users such as large enterprise and small and medium business (SMB)

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