

Worldwide Smartphone Market Forecast, 2019~2023 (1Q 2019 Update)

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Date: February 2019

Pages: 12

Price: US\$ 1,200.00 (Single User License)

ID: W6A71A5F62EEN

Abstracts

Global mobile phone market volume declined 1.88 billion units in 2018, down 3.7% year-on-year. This has affected by the decline in smartphone shipments in the same year as the global smartphone market declined 2.3% year-on-year to 1.49 billion units. The smartphone decline is attributed to the slowdown in innovation, the surge in phone prices, and the extended replacement cycle. This reports provides an overview of feature phone and smartphone market volume forecasts for the period 2019-2023, with smartphone market volume breakdowns by region by price point and by operating system.

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COMPANIES MENTIONED

Amazon
Apple
Google
Huawei
Lenovo
Microsoft
Qualcomm
Samsung
ZT

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