

Smartphone Market in India 2021

<https://marketpublishers.com/r/S9E67614C1DEN.html>

Date: November 2021

Pages: 62

Price: US\$ 950.00 (Single User License)

ID: S9E67614C1DEN

Abstracts

A smartphone is a cellular phone that includes an integrated laptop as well as features not previously associated with telephones, such as an operating system, internet browsing, and the capacity to perform software applications. It also allow users to perform complex tasks such as editing documents, using social media, handling emails, and creating spreadsheets.

Market insights:

The market is driven by increased purchasing power, rise in the adoption of internet and data services, and introduction of smartphones with updated features at affordable prices. The launch of 5G smartphones is expected to bring exponential growth to the market in the coming years.

The market is expected to expand at a CAGR of ~14.46% during the 2021 – 2026 period to reach a shipment volume of 304.75 million units in 2026. Android smartphones account for ~95.50% of the total volume of shipment, followed by iOS smartphones at ~2.86%. In 2020, Xiaomi led the business with a 27.25% shipment share, followed by Samsung (21.50%).

Impact of COVID-19:

In the wake of the pandemic, the government imposed lockdown measures that reduced outdoor activities, resulting in a decline in the sale of smartphones at offline stores. The demand for smartphones surged, primarily because of remote learning, as well as virtual social gathering. Several people lost their jobs, while some took pay cuts. As a result, they refrained from purchasing devices with upgraded features.

Government initiatives:

Several initiatives undertaken by the government have influenced the smartphone market. The Production Linked Incentive (PLI) scheme provided all electronics manufacturing companies with registered manufacturing units with a 4% to 6% incentive on incremental sales. The Modified Electronics Manufacturing Clusters scheme offered financial incentives to mobile phone manufacturers to develop world-class infrastructure and common facilities and amenities.

Key growth drivers of the market:

The pricing pattern followed by the manufacturing companies, along with exclusive online distribution led to the spurt in demand for smartphones

Consumers' preference shifted from standard feature phones to smartphones because of increased internet penetration to the internet

Key deterrents to the growth of the market:

The high usage of smartphones has led to a rise in the number of cybercrimes occurring in the country

The design and technology used by smartphone manufacturing companies have not met consumer expectations

Competition analysis:

Smartphone users are inclined toward using Android over iOS or other operating systems. The key players include Xiaomi Technology India Private Limited, Samsung India Electronics Pvt. Ltd., and OPPO Mobiles India Pvt. Ltd.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

CHAPTER 2: SOCIO-ECONOMIC INDICATORS

CHAPTER 3: INTRODUCTION

- 3.1. Market definition and structure
- 3.2. Smartphone operating platforms
- 3.3. Value chain analysis

CHAPTER 4: GLOBAL POSITION OF INDIA SMARTPHONE MARKET

- 4.1. Global position of India smartphone market

CHAPTER 5: SMARTPHONE MARKET IN INDIA

- 5.1 Smartphone market in India - An overview

CHAPTER 6: MARKET SEGMENTATION

- 6.1. India smartphone market - Segmentation
 - 6.1.1. Market share based on type of operating platform (2020)
 - 6.1.2. Market share of smartphone companies operating in India (2020)

CHAPTER 7: COVID-19 IMPACT ANALYSIS

- 7.1. COVID-19 impact analysis

CHAPTER 8: MARKET INFLUENCERS

- 8.1. Market drivers
- 8.2. Market challenges

CHAPTER 9: TRADE ANALYSIS

9.1. Export (based on value and volume)

9.2. Import (based on value and volume)

CHAPTER 10: GOVERNMENT INITIATIVES

10.1. Government initiatives

CHAPTER 11: MARKET TRENDS

11.1. Market trends

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1. Key players

12.1.1. Apple India Private Limited

Company information

Business description

Products/Services

Senior management

Note: Similar information covered for all other companies on best-effort basis

12.1.2. LG Electronics India Private Limited

12.1.3. Motorola Solutions

12.1.4. Nokia India Private Limited

12.1.5. OnePlus Technology India LLP

12.1.6. OPPO Mobiles India Pvt. Ltd.

12.1.7. Realme Mobile Telecommunications (India) Private Limited

12.1.8. Samsung India Electronics Pvt. Ltd.

12.1.9. VIVO Mobile India Private Limited

12.1.10. Xiaomi Technology India Private Limited

CHAPTER 13: RECENT DEVELOPMENTS

13.1. Recent developments

CHAPTER 14: APPENDIX

14.1. Research methodology

14.2. About Netscribes

14.3. Disclaimer

I would like to order

Product name: Smartphone Market in India 2021

Product link: <https://marketpublishers.com/r/S9E67614C1DEN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S9E67614C1DEN.html>