

United States Mobile Phone Market Report 2016

https://marketpublishers.com/r/UDA528206E0EN.html

Date: November 2016

Pages: 121

Price: US\$ 3,800.00 (Single User License)

ID: UDA528206E0EN

ID: UDA528206E0EN
Abstracts
Notes:
Sales, means the sales volume of Mobile Phone
Revenue, means the sales value of Mobile Phone
This report studies sales (consumption) of Mobile Phone in United States market, focuses on the top players, with sales, price, revenue and market share for each player covering
Samsung
LG
Apple
Lenovo
TCL

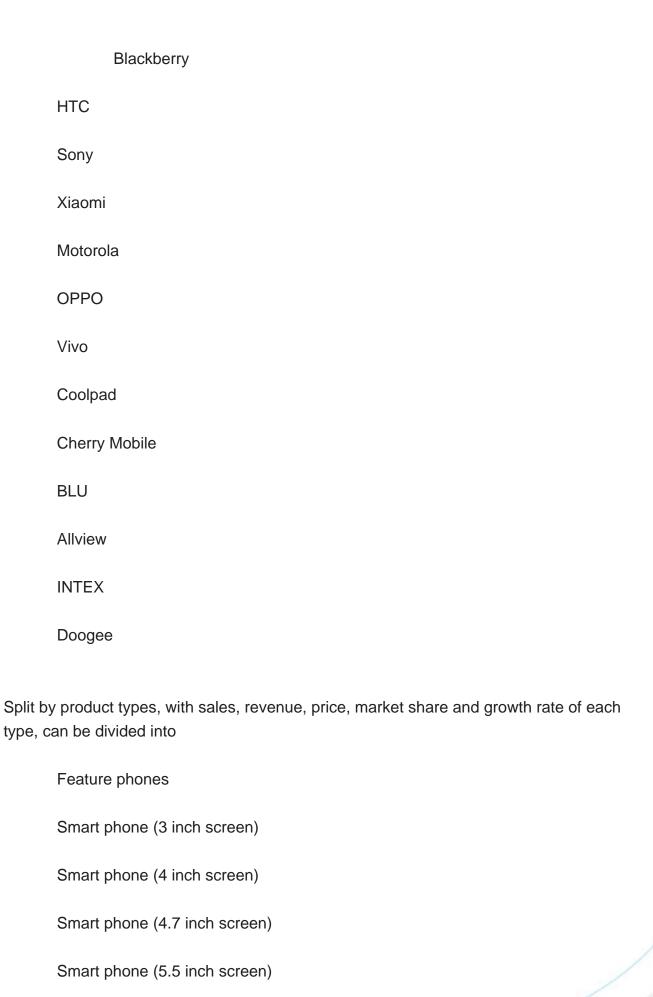
Nokia

Huawei

ZTE

Google







Others

Split by applications, this report focuses on sales, market share and growth rate of Mobile Phone in each application, can be divided into

Application 1

Application 2

Application 3



Contents

United States Mobile Phone Market Report 2016

1 MOBILE PHONE OVERVIEW

- 1.1 Product Overview and Scope of Mobile Phone
- 1.2 Classification of Mobile Phone
 - 1.2.1 Feature phones
 - 1.2.2 Smart phone (3 inch screen)
 - 1.2.3 Smart phone (4 inch screen)
 - 1.2.4 Smart phone (4.7 inch screen)
 - 1.2.5 Smart phone (5.5 inch screen)
 - 1.2.6 Others
- 1.3 Application of Mobile Phone
 - 1.3.1 Application
 - 1.3.2 Application
 - 1.3.3 Application
- 1.4 United States Market Size Sales (Value) and Revenue (Volume) of Mobile Phone (2011-2021)
 - 1.4.1 United States Mobile Phone Sales and Growth Rate (2011-2021)
 - 1.4.2 United States Mobile Phone Revenue and Growth Rate (2011-2021)

2 UNITED STATES MOBILE PHONE COMPETITION BY MANUFACTURERS

- 2.1 United States Mobile Phone Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Mobile Phone Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Mobile Phone Average Price by Manufactures (2015 and 2016)
- 2.4 Mobile Phone Market Competitive Situation and Trends
 - 2.4.1 Mobile Phone Market Concentration Rate
 - 2.4.2 Mobile Phone Market Share of Top 3 and Top 5 Manufacturers
 - 2.4.3 Mergers & Acquisitions, Expansion

3 UNITED STATES MOBILE PHONE SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)

- 3.1 United States Mobile Phone Sales and Market Share by Type (2011-2016)
- 3.2 United States Mobile Phone Revenue and Market Share by Type (2011-2016)



- 3.3 United States Mobile Phone Price by Type (2011-2016)
- 3.4 United States Mobile Phone Sales Growth Rate by Type (2011-2016)

4 UNITED STATES MOBILE PHONE SALES (VOLUME) BY APPLICATION (2011-2016)

- 4.1 United States Mobile Phone Sales and Market Share by Application (2011-2016)
- 4.2 United States Mobile Phone Sales Growth Rate by Application (2011-2016)
- 4.3 Market Drivers and Opportunities

5 UNITED STATES MOBILE PHONE MANUFACTURERS PROFILES/ANALYSIS

- 5.1 Samsung
 - 5.1.1 Company Basic Information, Manufacturing Base and Competitors
 - 5.1.2 Mobile Phone Product Type, Application and Specification
 - 5.1.2.1 Type I
 - 5.1.2.2 Type II
 - 5.1.3 Samsung Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.1.4 Main Business/Business Overview
- 5.2 LG
 - 5.2.2 Mobile Phone Product Type, Application and Specification
 - 5.2.2.1 Type I
 - 5.2.2.2 Type II
 - 5.2.3 LG Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.2.4 Main Business/Business Overview
- 5.3 Apple
 - 5.3.2 Mobile Phone Product Type, Application and Specification
 - 5.3.2.1 Type I
 - 5.3.2.2 Type II
 - 5.3.3 Apple Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.3.4 Main Business/Business Overview
- 5.4 Lenovo
 - 5.4.2 Mobile Phone Product Type, Application and Specification
 - 5.4.2.1 Type I
 - 5.4.2.2 Type II
 - 5.4.3 Lenovo Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.4.4 Main Business/Business Overview
- 5.5 TCL
 - 5.5.2 Mobile Phone Product Type, Application and Specification



- 5.5.2.1 Type I
- 5.5.2.2 Type II
- 5.5.3 TCL Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.5.4 Main Business/Business Overview
- 5.6 Nokia
- 5.6.2 Mobile Phone Product Type, Application and Specification
 - 5.6.2.1 Type I
 - 5.6.2.2 Type II
- 5.6.3 Nokia Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.6.4 Main Business/Business Overview
- 5.7 Huawei
 - 5.7.2 Mobile Phone Product Type, Application and Specification
 - 5.7.2.1 Type I
 - 5.7.2.2 Type II
 - 5.7.3 Huawei Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.7.4 Main Business/Business Overview
- 5.8 ZTE
 - 5.8.2 Mobile Phone Product Type, Application and Specification
 - 5.8.2.1 Type I
 - 5.8.2.2 Type II
 - 5.8.3 ZTE Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.8.4 Main Business/Business Overview
- 5.9 Google
 - 5.9.2 Mobile Phone Product Type, Application and Specification
 - 5.9.2.1 Type I
 - 5.9.2.2 Type II
 - 5.9.3 Google Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.9.4 Main Business/Business Overview
- 5.10 Blackberry
 - 5.10.2 Mobile Phone Product Type, Application and Specification
 - 5.10.2.1 Type I
 - 5.10.2.2 Type II
 - 5.10.3 Blackberry Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.10.4 Main Business/Business Overview
- 5.11 HTC
- 5.12 Sony
- 5.13 Xiaomi
- 5.14 Motorola
- 5.15 OPPO



- 5.16 Vivo
- 5.17 Coolpad
- 5.18 Cherry Mobile
- 5.19 BLU
- 5.20 Allview
- **5.21 INTEX**
- 5.22 Doogee

6 MOBILE PHONE MANUFACTURING COST ANALYSIS

- 6.1 Mobile Phone Key Raw Materials Analysis
 - 6.1.1 Key Raw Materials
 - 6.1.2 Price Trend of Key Raw Materials
 - 6.1.3 Key Suppliers of Raw Materials
 - 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
 - 6.2.1 Raw Materials
 - 6.2.2 Labor Cost
 - 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Mobile Phone

7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 7.1 Mobile Phone Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Mobile Phone Major Manufacturers in 2015
- 7.4 Downstream Buyers

8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 8.1 Marketing Channel
 - 8.1.1 Direct Marketing
 - 8.1.2 Indirect Marketing
 - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
 - 8.2.1 Pricing Strategy
 - 8.2.2 Brand Strategy
 - 8.2.3 Target Client
- 8.3 Distributors/Traders List



9 MARKET EFFECT FACTORS ANALYSIS

- 9.1 Technology Progress/Risk
 - 9.1.1 Substitutes Threat
 - 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

10 UNITED STATES MOBILE PHONE MARKET FORECAST (2016-2021)

- 10.1 United States Mobile Phone Sales, Revenue Forecast (2016-2021)
- 10.2 United States Mobile Phone Sales Forecast by Type (2016-2021)
- 10.3 United States Mobile Phone Sales Forecast by Application (2016-2021)
- 10.4 Mobile Phone Price Forecast (2016-2021)

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

Author List
Disclosure Section
Research Methodology
Data Source
Disclaimer



List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Mobile Phone

Table Classification of Mobile Phone

Figure United States Sales Market Share of Mobile Phone by Type in 2015

Figure Feature phones Picture

Figure Smart phone (3 inch screen) Picture

Figure Smart phone (4 inch screen) Picture

Figure Smart phone (4.7 inch screen) Picture

Figure Smart phone (5.5 inch screen) Picture

Figure Others Picture

Table Application of Mobile Phone

Figure United States Sales Market Share of Mobile Phone by Application in 2015

Figure United States Mobile Phone Sales and Growth Rate (2011-2021)

Figure United States Mobile Phone Revenue and Growth Rate (2011-2021)

Table United States Mobile Phone Sales of Key Manufacturers (2015 and 2016)

Table United States Mobile Phone Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Mobile Phone Sales Share by Manufacturers

Figure 2016 Mobile Phone Sales Share by Manufacturers

Table United States Mobile Phone Revenue by Manufacturers (2015 and 2016)

Table United States Mobile Phone Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Mobile Phone Revenue Share by Manufacturers

Table 2016 United States Mobile Phone Revenue Share by Manufacturers

Table United States Market Mobile Phone Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Mobile Phone Average Price of Key Manufacturers in 2015

Figure Mobile Phone Market Share of Top 3 Manufacturers

Figure Mobile Phone Market Share of Top 5 Manufacturers

Table United States Mobile Phone Sales by Type (2011-2016)

Table United States Mobile Phone Sales Share by Type (2011-2016)

Figure United States Mobile Phone Sales Market Share by Type in 2015

Table United States Mobile Phone Revenue and Market Share by Type (2011-2016)

Table United States Mobile Phone Revenue Share by Type (2011-2016)

Figure Revenue Market Share of Mobile Phone by Type (2011-2016)

Table United States Mobile Phone Price by Type (2011-2016)

Figure United States Mobile Phone Sales Growth Rate by Type (2011-2016)

Table United States Mobile Phone Sales by Application (2011-2016)



Table United States Mobile Phone Sales Market Share by Application (2011-2016)

Figure United States Mobile Phone Sales Market Share by Application in 2015

Table United States Mobile Phone Sales Growth Rate by Application (2011-2016)

Figure United States Mobile Phone Sales Growth Rate by Application (2011-2016)

Table Samsung Basic Information List

Table Samsung Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Figure Samsung Mobile Phone Sales Market Share (2011-2016)

Table LG Basic Information List

Table LG Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table LG Mobile Phone Sales Market Share (2011-2016)

Table Apple Basic Information List

Table Apple Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Apple Mobile Phone Sales Market Share (2011-2016)

Table Lenovo Basic Information List

Table Lenovo Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Lenovo Mobile Phone Sales Market Share (2011-2016)

Table TCL Basic Information List

Table TCL Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table TCL Mobile Phone Sales Market Share (2011-2016)

Table Nokia Basic Information List

Table Nokia Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Nokia Mobile Phone Sales Market Share (2011-2016)

Table Huawei Basic Information List

Table Huawei Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Huawei Mobile Phone Sales Market Share (2011-2016)

Table ZTE Basic Information List

Table ZTE Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table ZTE Mobile Phone Sales Market Share (2011-2016)

Table Google Basic Information List

Table Google Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Google Mobile Phone Sales Market Share (2011-2016)

Table Blackberry Basic Information List

Table Blackberry Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Blackberry Mobile Phone Sales Market Share (2011-2016)

Table HTC Basic Information List

Table HTC Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table HTC Mobile Phone Sales Market Share (2011-2016)

Table Sony Basic Information List

Table Sony Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)



Table Sony Mobile Phone Sales Market Share (2011-2016)

Table Xiaomi Basic Information List

Table Xiaomi Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Xiaomi Mobile Phone Sales Market Share (2011-2016)

Table Motorola Basic Information List

Table Motorola Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Motorola Mobile Phone Sales Market Share (2011-2016)

Table OPPO Basic Information List

Table OPPO Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table OPPO Mobile Phone Sales Market Share (2011-2016)

Table Vivo Basic Information List

Table Vivo Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Vivo Mobile Phone Sales Market Share (2011-2016)

Table Coolpad Basic Information List

Table Coolpad Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Coolpad Mobile Phone Sales Market Share (2011-2016)

Table Cherry Mobile Basic Information List

Table Cherry Mobile Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Cherry Mobile Mobile Phone Sales Market Share (2011-2016)

Table BLU Basic Information List

Table BLU Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table BLU Mobile Phone Sales Market Share (2011-2016)

Table Allview Basic Information List

Table Allview Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Allview Mobile Phone Sales Market Share (2011-2016)

Table INTEX Basic Information List

Table INTEX Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table INTEX Mobile Phone Sales Market Share (2011-2016)

Table Doogee Basic Information List

Table Doogee Mobile Phone Sales, Revenue, Price and Gross Margin (2011-2016)

Table Doogee Mobile Phone Sales Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Mobile Phone

Figure Manufacturing Process Analysis of Mobile Phone

Figure Mobile Phone Industrial Chain Analysis

Table Raw Materials Sources of Mobile Phone Major Manufacturers in 2015



Table Major Buyers of Mobile Phone

Table Distributors/Traders List

Figure United States Mobile Phone Production and Growth Rate Forecast (2016-2021)

Figure United States Mobile Phone Revenue and Growth Rate Forecast (2016-2021)

Table United States Mobile Phone Production Forecast by Type (2016-2021)

Table United States Mobile Phone Consumption Forecast by Application (2016-2021)



I would like to order

Product name: United States Mobile Phone Market Report 2016

Product link: https://marketpublishers.com/r/UDA528206E0EN.html

Price: US\$ 3,800.00 (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/UDA528206E0EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970