

# United States Smartphone Industry 2015 Market Research Report

<https://marketpublishers.com/r/UA9BF2B81C2EN.html>

Date: November 2015

Pages: 138

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

ID: UA9BF2B81C2EN

## Abstracts

The US Smartphone Industry 2015 Market Research Report is a professional and in-depth study on the current state of the Smartphone industry.

The report provides a basic overview of the industry including definitions, classifications, applications and industry chain structure. The Smartphone market analysis is provided for the US markets including development trends, competitive landscape analysis, and key regions development status.

Development policies and plans are discussed as well as manufacturing processes and Bill of Materials cost structures are also analyzed. This report also states import/export consumption, supply and demand Figures, cost, price, revenue and gross margins.

The report focuses on US major leading industry players providing information such as company profiles, product picture and specification, capacity, production, price, cost, revenue and contact information. Upstream raw materials and equipment and downstream demand analysis is also carried out. The Smartphone industry development trends and marketing channels are analyzed. Finally the feasibility of new investment projects are assessed and overall research conclusions offered.

With 145 tables and figures the report provides key statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **1 INDUSTRY OVERVIEW**

- 1.1 Definition and Specifications of Smartphone
- 1.2 Classification of Smartphone
- 1.3 Applications of Smartphone
- 1.4 Industry Chain Structure of Smartphone
- 1.5 Industry Overview of Smartphone
- 1.6 Industry Policy Analysis of Smartphone
- 1.7 Industry News Analysis of Smartphone

### **2 MANUFACTURING COST STRUCTURE ANALYSIS OF SMARTPHONE**

- 2.1 Bill of Materials (BOM) of Smartphone
- 2.2 BOM Price Analysis of Smartphone
- 2.3 Labor Cost Analysis of Smartphone
- 2.4 Depreciation Cost Analysis of Smartphone
- 2.5 Manufacturing Cost Structure Analysis of Smartphone
- 2.6 Manufacturing Process Analysis of Smartphone
- 2.7 China Price, Cost and Gross of Smartphone 2010-2015

### **3 TECHNICAL DATA AND MANUFACTURING PLANTS ANALYSIS**

- 3.1 Capacity and Commercial Production Date of US Key Manufacturers in 2014
- 3.2 Manufacturing Plants Distribution of US Key Smartphone Manufacturers in 2014
- 3.3 R&D Status and Technology Source of US Smartphone Key Manufacturers in 2014
- 3.4 Raw Materials Sources Analysis of US Smartphone Key Manufacturers in 2014

### **4 PRODUCTION ANALYSIS OF SMARTPHONE BY REGIONS, TYPE, AND APPLICATIONS**

- 4.1 US Production of Smartphone by Regions 2010-2015
- 4.2 US Production of Smartphone by Type 2010-2015
- 4.3 US Sales of Smartphone by Applications 2010-2015
- 4.4 Price Analysis of US Smartphone Key Manufacturers in 2015
- 4.5 US Capacity, Production, Import, Export, Sales, Price, Cost and Revenue of Smartphone 2010-2015

## **5 CONSUMPTION VOLUME AND CONSUMPTION VALUE ANALYSIS OF SMARTPHONE BY REGIONS**

- 5.1 US Consumption Volume of Smartphone by Regions 2010-2015
- 5.2 US Consumption Value of Smartphone by Regions 2010-2015
- 5.3 US Consumption Price Analysis of Smartphone by Regions 2010-2015

## **6 ANALYSIS OF SMARTPHONE PRODUCTION, SUPPLY, SALES AND MARKET STATUS 2010-2015**

- 6.1 Capacity, Production, Sales, and Revenue of Smartphone 2010-2015
- 6.2 Production Market Share and Sales Market Share Analysis of Smartphone 2014-2015
- 6.3 Sales Overview of Smartphone 2010-2015
- 6.4 Supply, Consumption and Gap of Smartphone 2010-2015
- 6.5 Import, Export and Consumption of Smartphone 2010-2015
- 6.6 Cost, Price, Revenue and Gross Margin of Smartphone 2010-2015

## **7 ANALYSIS OF SMARTPHONE INDUSTRY KEY MANUFACTURERS**

- 7.1 Samsung
  - 7.1.1 Company Profile
  - 7.1.2 Product Picture and Specification
  - 7.1.3 Capacity, Production, Price, Cost, Gross, and Revenue
  - 7.1.4 Samsung SWOT Analysis
- 7.2 Apple
  - 7.2.1 Company Profile
  - 7.2.2 Product Picture and Specification
  - 7.2.3 Capacity, Production, Price, Cost, Gross, and Revenue
  - 7.2.4 Apple SWOT Analysis
- 7.3 Huawei
  - 7.3.1 Company Profile
  - 7.3.2 Product Picture and Specification
  - 7.3.3 Capacity, Production, Price, Cost, Gross, and Revenue
  - 7.3.4 Huawei SWOT Analysis
- 7.4 Xiaomi
  - 7.4.1 Company Profile
  - 7.4.2 Product Picture and Specification
  - 7.4.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.4.4 Xiaomi SWOT Analysis

### 7.5 MEIZU

#### 7.5.1 Company Profile

#### 7.5.2 Product Picture and Specification

#### 7.5.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.5.4 MEIZU SWOT Analysis

### 7.6 OPPO

#### 7.6.1 Company Profile

#### 7.6.2 Product Picture and Specification

#### 7.6.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.6.4 OPPO SWOT Analysis

### 7.7 Vivo

#### 7.7.1 Company Profile

#### 7.7.2 Product Picture and Specification

#### 7.7.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.7.4 Vivo SWOT Analysis

### 7.8 ZTE

#### 7.8.1 Company Profile

#### 7.8.2 Product Picture and Specification

#### 7.8.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.8.4 ZTE SWOT Analysis

### 7.9 Lenovo

#### 7.9.1 Company Profile

#### 7.9.2 Product Picture and Specification

#### 7.9.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.9.4 Lenovo SWOT Analysis

### 7.10 HTC

#### 7.10.1 Company Profile

#### 7.10.2 Product Picture and Specification

#### 7.10.3 Capacity, Production, Price, Cost, Gross, and Revenue

#### 7.10.4 HTC SWOT Analysis

## **8 PRICE AND GROSS MARGIN ANALYSIS**

### 8.1 Analysis of Price

### 8.2 Gross Margin Analysis

### 8.3 Price Comparison by Regions

### 8.4 Price Analysis of Different Smartphone Product Types

### 8.5 Market Share Analysis of Different Smartphone Price Levels

## 8.6 Gross Margin Analysis of Different Smartphone Applications

# **9 MARKETING TRADER OR DISTRIBUTOR ANALYSIS OF SMARTPHONE**

## 9.1 Marketing Channels Status of Smartphone

## 9.2 Traders or Distributors of Smartphone with Contact Information

## 9.3 Ex-work Price, Channel Price and End Buyer Price Analysis of Smartphone

## 9.4 US Import, Export and Trade Analysis of Smartphone

# **10 DEVELOPMENT TREND OF SMARTPHONE INDUSTRY 2016-2021**

## 10.1 Capacity and Production Overview of Smartphone 2016-2021

## 10.2 Production Market Share by Product Types of Smartphone 2016-2021

## 10.3 Sales and Sales Revenue Overview of Smartphone 2016-2021

## 10.4 US Sales of Smartphone by Applications 2016-2021

## 10.5 Import, Export and Consumption of Smartphone 2016-2021

## 10.6 Cost, Price, Revenue and Gross Margin of Smartphone 2016-2021

# **11 INDUSTRY CHAIN SUPPLIERS OF SMARTPHONE WITH CONTACT INFORMATION**

## 11.1 Major Raw Materials Suppliers of Smartphone with Contact Information

## 11.2 Manufacturing Equipment Suppliers of Smartphone with Contact Information

## 11.3 Major Players of Smartphone with Contact Information

## 11.4 Key Consumers of Smartphone with Contact Information

## 11.5 Supply Chain Relationship Analysis of Smartphone

# **12 NEW PROJECT INVESTMENT FEASIBILITY ANALYSIS OF SMARTPHONE**

## 12.1 New Project SWOT Analysis of Smartphone

## 12.2 New Project Investment Feasibility Analysis of Smartphone

# **13 CONCLUSION OF THE US SMARTPHONE INDUSTRY 2015 MARKET RESEARCH REPORT**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Smartphone

Table Product Specifications of Smartphone

Table Classification of Smartphone

Figure US Sales Market Share of Smartphone by Product Types in 2014

Table Applications of Smartphone

Figure US Sales Market Share of Smartphone by Applications in 2014

Figure Industry Chain Structure of Smartphone

Table US Industry Overview of Smartphone

Table Industry Policy of Smartphone

Table Industry News List of Smartphone

Table Bill of Materials (BOM) of Smartphone

Table Bill of Materials (BOM) Price of Smartphone

Table Labor Cost of Smartphone

Table Depreciation Cost of Smartphone

Table Manufacturing Cost Structure Analysis of Smartphone in 2014

Figure Manufacturing Process Analysis of Smartphone

Table US Price Analysis of Smartphone 2010-2015 (USD/Unit)

Table US Cost Analysis of Smartphone 2010-2015 (USD/Unit)

Table US Gross Analysis of Smartphone 2010-2015

Table Capacity (Unit) and Commercial Production Date of US Smartphone Key Manufacturers in 2014

Table Manufacturing Plants Distribution of US Key Smartphone Manufacturers in 2014

Table R&D Status and Technology Source of US Smartphone Key Manufacturers in 2014

Table Raw Materials Sources Analysis of US and US Smartphone Key Manufacturers in 2014

Table US Production of Smartphone by Regions 2010-2015 (Unit)

Table US Production Market Share of Smartphone by Regions 2010-2015

Figure US Production Market Share of Smartphone by Regions in 2014

Figure US Production Market Share of Smartphone by Regions in 2015

Table US Production of Smartphone by Types in 2010-2015 (Unit)

Table US Production Market Share of Smartphone by Type in 2010-2015

Figure US Production Market Share of Smartphone by Type in 2014

Figure US Production Market Share of Smartphone by Type in 2015

Table US Sales of Smartphone by Applications 2010-2015 (Unit)

Table US Production Market Share of Smartphone by Applications 2010-2015  
Figure US Production Market Share of Smartphone by Applications in 2014  
Figure US Production Market Share of Smartphone by Applications in 2015  
Table Price Comparison of US Smartphone Key Manufacturers in 2015 (USD/Unit)  
Table US Capacity, Production, Import Export Sales Price , Cost and Revenue (M USD) of Smartphone 2010-2015  
Table US Consumption Volume of Smartphone by Regions 2010-2015 (Unit)  
Table US Consumption Volume Market Share of Smartphone by Regions 2010-2015 (%)  
Figure US Consumption Volume Market Share of Smartphone by Regions in 2014  
Figure US Consumption Volume Market Share of Smartphone by Regions in 2015  
Table US Consumption Value of Smartphone by Regions 2010-2015 (M USD)  
Table US Consumption Value Market Share of Smartphone by Regions 2010-2015  
Figure US Consumption Value Market Share of Smartphone by Regions in 2014  
Figure US Consumption Value Market Share of Smartphone by Regions in 2015  
Table Consumption Price of Smartphone by Regions 2010-2015 (USD/Unit)  
Table US and Major Manufacturers Capacity of Smartphone 2010-2015 (Unit)  
Table US Capacity Market Share of Major Smartphone Manufacturers 2010-2015  
Table US and Major Manufacturers Production of Smartphone 2010-2015 (Unit)  
Table US Production Market Share of Major Smartphone Manufacturers 2010-2015  
Table US and Major Manufacturers Sales of Smartphone 2010-2015 (Unit)  
Table US Sales Market Share of Major Smartphone Manufacturers 2010-2015  
Table US and Major Manufacturers Sales Revenue of Smartphone 2010-2015 (M USD)  
Table US Sales Revenue Market Share of Major Smartphone Manufacturers 2010-2015  
Figure US Capacity (Unit), Production (Unit) and Growth Rate of Smartphone 2010-2015  
Figure US Capacity Utilization Rate of Smartphone 2010-2015  
Figure US Sales Revenue (M USD) and Growth Rate of Smartphone 2010-2015  
Figure US Production Market Share of Major Smartphone Manufacturers in 2014  
Figure US Production Market Share of Major Smartphone Manufacturers in 2015  
Figure US Sales Market Share of Major Smartphone Manufacturers in 2014  
Figure US Sales Market Share of Major Smartphone Manufacturers in 2015  
Figure US Sales (Unit) and Growth Rate of Smartphone 2010-2015  
Table US Supply, Consumption and Gap of Smartphone 2010-2015 (Unit)  
Table US Import, Export and Consumption of Smartphone 2010-2015 (Unit)  
Table Price of US Smartphone Major Manufacturers 2010-2015 (USD/Unit)  
Table Gross Margin of US Smartphone Major Manufacturers 2010-2015  
Table US and Major Manufacturers Revenue of Smartphone 2010-2015 (M USD)  
Table US Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit),

Revenue (M USD) and Gross Margin of Smartphone 2010-2015

Table Samsung Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of Samsung

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Samsung 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of Samsung 2010-2015

Figure Smartphone Production (Unit) and US Market Share of Samsung 2010-2015

Table Samsung Smartphone SWOT Analysis

Table Apple Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of Apple

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Apple 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of Apple 2010-2015

Figure Smartphone Production (Unit) and US Market Share of Apple 2010-2015

Table Apple Smartphone SWOT Analysis

Table Huawei Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of Huawei

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Huawei 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of Huawei 2010-2015

Figure Smartphone Production (Unit) and US Market Share of Huawei 2010-2015

Table Huawei Smartphone SWOT Analysis

Table Xiaomi Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of Xiaomi

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Xiaomi 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of Xiaomi 2010-2015



Figure Smartphone Production (Unit) and US Market Share of Xiaomi 2010-2015

Table Xiaomi Smartphone SWOT Analysis

Table MEIZU Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of MEIZU

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of MEIZU 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of MEIZU 2010-2015

Figure Smartphone Production (Unit) and US Market Share of MEIZU 2010-2015

Table MEIZU Smartphone SWOT Analysis

Table OPPO Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of OPPO

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of OPPO 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of OPPO 2010-2015

Figure Smartphone Production (Unit) and US Market Share of OPPO 2010-2015

Table OPPO Smartphone SWOT Analysis

Table Vivo Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of Vivo

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Vivo 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of Vivo 2010-2015

Figure Smartphone Production (Unit) and US Market Share of Vivo 2010-2015

Table Vivo Smartphone SWOT Analysis

Table ZTE Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of ZTE

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of ZTE 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of ZTE 2010-2015

Figure Smartphone Production (Unit) and US Market Share of ZTE 2010-2015

Table ZTE Smartphone SWOT Analysis

Table Lenovo Company Profile (Contact Information Plant Location Capacity Revenue

etc)

Figure Smartphone Picture and Specifications of Lenovo

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Lenovo 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of Lenovo 2010-2015

Figure Smartphone Production (Unit) and US Market Share of Lenovo 2010-2015

Table Lenovo Smartphone SWOT Analysis

Table HTC Company Profile (Contact Information Plant Location Capacity Revenue etc)

Figure Smartphone Picture and Specifications of HTC

Table Smartphone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of HTC 2010-2015

Figure Smartphone Capacity (Unit), Production (Unit) and Growth Rate of HTC 2010-2015

Figure Smartphone Production (Unit) and US Market Share of HTC 2010-2015

Table HTC Smartphone SWOT Analysis

Table Smartphone Price by Regions 2010-2015

Table Smartphone Price by Product Types 2010-2015

Table Smartphone Price by Companies 2010-2015

Table Smartphone Gross Margin by Companies 2010-2015

Table Price Comparison of Smartphone by Regions 2010-2015 (USD/Unit)

Table Price of Different Smartphone Product Types (USD/Unit)

Table Market Share of Different Smartphone Price Level

Table Gross Margin of Different Smartphone Applications

Table Marketing Channels Status of Smartphone

Table Traders or Distributors of Smartphone with Contact Information

Table Ex-work Price, Channel Price and End Buyer Price of Smartphone (USD/Unit) in 2015

Table US Import, Export, and Trade of Smartphone (Unit)

Figure US Capacity (Unit), Production (Unit) and Growth Rate of Smartphone 2016-2021

Figure US Capacity Utilization Rate of Smartphone 2016-2021

Table US Smartphone Production by Type 2016-2021 (Unit)

Table US Smartphone Production Market Share by Type 2016-2021

Figure US Production Market Share of Smartphone by Type in 2021

Figure US Sales (Unit) and Growth Rate of Smartphone 2016-2021

Figure US Sales Revenue (Million USD) and Growth Rate of Smartphone 2016-2021

Figure US Sales of Smartphone by Applications 2016-2021 (Unit)

Table US Production Market Share of Smartphone by Applications 2016-2021  
Figure US Production Market Share of Smartphone by Applications in 2021  
Table US Production, Import, Export and Consumption of Smartphone 2016-2021 (Unit)  
Table US Production (Unit), Price (USD/Unit), Cost (USD/Unit), Revenue (M USD) and Gross Margin of Smartphone 2016-2021  
Table Major Raw Materials Suppliers of Smartphone with Contact Information  
Table Manufacturing Equipment Suppliers of Smartphone with Contact Information  
Table Major Players of Smartphone with Contact Information  
Table Key Consumers of Smartphone with Contact Information  
Table Supply Chain Relationship Analysis of Smartphone  
Table New Project SWOT Analysis of Smartphone  
Table New Project Investment Feasibility Analysis of Smartphone  
Table Part of Interviewees Record List

## I would like to order

Product name: United States Smartphone Industry 2015 Market Research Report

Product link: <https://marketpublishers.com/r/UA9BF2B81C2EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UA9BF2B81C2EN.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**

Customer 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