

# **US Mobile Phone Industry 2015 Market Research Report**

https://marketpublishers.com/r/U3DA3C45708EN.html

Date: November 2015

Pages: 133

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

ID: U3DA3C45708EN

### **Abstracts**

The US Mobile Phone Industry 2015 Market Research Report is a professional and indepth study on the current state of the Mobile Phone industry.

The report provides a basic overview of the industry including definitions, classifications, applications and industry chain structure. The Mobile Phone 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 Mobile Phone 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 Mobile Phone
- 1.2 Classification of Mobile Phone
- 1.3 Applications of Mobile Phone
- 1.4 Industry Chain Structure of Mobile Phone
- 1.5 Industry Overview of Mobile Phone
- 1.6 Industry Policy Analysis of Mobile Phone
- 1.7 Industry News Analysis of Mobile Phone

#### 2 MANUFACTURING COST STRUCTURE ANALYSIS OF MOBILE PHONE

- 2.1 Bill of Materials (BOM) of Mobile Phone
- 2.2 BOM Price Analysis of Mobile Phone
- 2.3 Labor Cost Analysis of Mobile Phone
- 2.4 Depreciation Cost Analysis of Mobile Phone
- 2.5 Manufacturing Cost Structure Analysis of Mobile Phone
- 2.6 Manufacturing Process Analysis of Mobile Phone
- 2.7 China Price, Cost and Gross of Mobile Phone 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 Mobile Phone Manufacturers in 2014
- 3.3 R&D Status and Technology Source of US Mobile Phone Key Manufacturers in 2014
- 3.4 Raw Materials Sources Analysis of US Mobile Phone Key Manufacturers in 2014

# 4 PRODUCTION ANALYSIS OF MOBILE PHONE BY REGIONS, TYPE, AND APPLICATIONS

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



# 5 CONSUMPTION VOLUME AND CONSUMPTION VALUE ANALYSIS OF MOBILE PHONE BY REGIONS

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

# 6 ANALYSIS OF MOBILE PHONE PRODUCTION, SUPPLY, SALES AND MARKET STATUS 2010-2015

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

#### 7 ANALYSIS OF MOBILE PHONE INDUSTRY KEY MANUFACTURERS

- 7.1 Apple
  - 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 Apple SWOT Analysis
- 7.2 Samsung
  - 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 Samsung 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 MEIZU
- 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 MEIZU SWOT Analysis

#### **7.5 OPPO**

- 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 OPPO SWOT Analysis

#### 7.6 Vivo

- 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 Vivo SWOT Analysis

#### **7.7 HTC**

- 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 HTC 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 Xiaomi

- 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 Xiaomi 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 Mobile Phone Product Types



- 8.5 Market Share Analysis of Different Mobile Phone Price Levels
- 8.6 Gross Margin Analysis of Different Mobile Phone Applications

#### 9 MARKETING TRADER OR DISTRIBUTOR ANALYSIS OF MOBILE PHONE

- 9.1 Marketing Channels Status of Mobile Phone
- 9.2 Traders or Distributors of Mobile Phone with Contact Information
- 9.3 Ex-work Price, Channel Price and End Buyer Price Analysis of Mobile Phone
- 9.4 US Import, Export and Trade Analysis of Mobile Phone

#### 10 DEVELOPMENT TREND OF MOBILE PHONE INDUSTRY 2016-2021

- 10.1 Capacity and Production Overview of Mobile Phone 2016-2021
- 10.2 Production Market Share by Product Types of Mobile Phone 2016-2021
- 10.3 Sales and Sales Revenue Overview of Mobile Phone 2016-2021
- 10.4 US Sales of Mobile Phone by Applications 2016-2021
- 10.5 Import, Export and Consumption of Mobile Phone 2016-2021
- 10.6 Cost, Price, Revenue and Gross Margin of Mobile Phone 2016-2021

# 11 INDUSTRY CHAIN SUPPLIERS OF MOBILE PHONE WITH CONTACT INFORMATION

- 11.1 Major Raw Materials Suppliers of Mobile Phone with Contact Information
- 11.2 Manufacturing Equipment Suppliers of Mobile Phone with Contact Information
- 11.3 Major Players of Mobile Phone with Contact Information
- 11.4 Key Consumers of Mobile Phone with Contact Information
- 11.5 Supply Chain Relationship Analysis of Mobile Phone

#### 12 NEW PROJECT INVESTMENT FEASIBILITY ANALYSIS OF MOBILE PHONE

- 12.1 New Project SWOT Analysis of Mobile Phone
- 12.2 New Project Investment Feasibility Analysis of Mobile Phone

# 13 CONCLUSION OF THE US MOBILE PHONE INDUSTRY 2015 MARKET RESEARCH REPORT



### **List Of Tables**

#### LIST OF TABLES AND FIGURES

Figure Picture of Mobile Phone

Table Product Specifications of Mobile Phone

Table Classification of Mobile Phone

Figure US Sales Market Share of Mobile Phone by Product Types in 2014

Table Applications of Mobile Phone

Figure US Sales Market Share of Mobile Phone by Applications in 2014

Figure Industry Chain Structure of Mobile Phone

Table US Industry Overview of Mobile Phone

Table Industry Policy of Mobile Phone

Table Industry News List of Mobile Phone

Table Bill of Materials (BOM) of Mobile Phone

Table Bill of Materials (BOM) Price of Mobile Phone

Table Labor Cost of Mobile Phone

Table Depreciation Cost of Mobile Phone

Table Manufacturing Cost Structure Analysis of Mobile Phone in 2014

Figure Manufacturing Process Analysis of Mobile Phone

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

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

Table US Gross Analysis of Mobile Phone 2010-2015

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

Table Manufacturing Plants Distribution of US Key Mobile Phone Manufacturers in 2014 Table R&D Status and Technology Source of US Mobile Phone Key Manufacturers in 2014

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

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

Table US Production Market Share of Mobile Phone by Regions 2010-2015

Figure US Production Market Share of Mobile Phone by Regions in 2014

Figure US Production Market Share of Mobile Phone by Regions in 2015

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

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

Figure US Production Market Share of Mobile Phone by Type in 2014

Figure US Production Market Share of Mobile Phone by Type in 2015

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



Table US Production Market Share of Mobile Phone by Applications 2010-2015
Figure US Production Market Share of Mobile Phone by Applications in 2014
Figure US Production Market Share of Mobile Phone by Applications in 2015
Table Price Comparison of US Mobile Phone Key Manufacturers in 2015 (USD/Unit)
Table US Capacity, Production, Import Export Sales Price, Cost and Revenue (M USD)
of Mobile Phone 2010-2015

Table US Consumption Volume of Mobile Phone by Regions 2010-2015 (Unit)
Table US Consumption Volume Market Share of Mobile Phone by Regions 2010-2015
(%)

Figure US Consumption Volume Market Share of Mobile Phone by Regions in 2014
Figure US Consumption Volume Market Share of Mobile Phone by Regions in 2015
Table US Consumption Value of Mobile Phone by Regions 2010-2015 (M USD)
Table US Consumption Value Market Share of Mobile Phone by Regions 2010-2015
Figure US Consumption Value Market Share of Mobile Phone by Regions in 2014
Figure US Consumption Value Market Share of Mobile Phone by Regions in 2015
Table Consumption Price of Mobile Phone by Regions 2010-2015 (USD/Unit)
Table US and Major Manufacturers Capacity of Mobile Phone 2010-2015 (Unit)
Table US Capacity Market Share of Major Mobile Phone Manufacturers 2010-2015
Table US and Major Manufacturers Production of Mobile Phone 2010-2015 (Unit)
Table US Production Market Share of Major Mobile Phone Manufacturers 2010-2015
Table US and Major Manufacturers Sales of Mobile Phone 2010-2015 (Unit)
Table US Sales Market Share of Major Mobile Phone Manufacturers 2010-2015
Table US and Major Manufacturers Sales Revenue of Mobile Phone 2010-2015 (M

Table US Sales Revenue Market Share of Major Mobile Phone Manufacturers 2010-2015

Figure US Capacity (Unit), Production (Unit) and Growth Rate of Mobile Phone 2010-2015

Figure US Capacity Utilization Rate of Mobile Phone 2010-2015

Figure US Sales Revenue (M USD) and Growth Rate of Mobile Phone 2010-2015

Figure US Production Market Share of Major Mobile Phone Manufacturers in 2014

Figure US Production Market Share of Major Mobile Phone Manufacturers in 2015

Figure US Sales Market Share of Major Mobile Phone Manufacturers in 2014

Figure US Sales Market Share of Major Mobile Phone Manufacturers in 2015

Figure US Sales (Unit) and Growth Rate of Mobile Phone 2010-2015

Table US Supply, Consumption and Gap of Mobile Phone 2010-2015 (Unit)

Table US Import, Export and Consumption of Mobile Phone 2010-2015 (Unit)

Table Price of US Mobile Phone Major Manufacturers 2010-2015 (USD/Unit)

Table Gross Margin of US Mobile Phone Major Manufacturers 2010-2015



Table US and Major Manufacturers Revenue of Mobile Phone 2010-2015 (M USD) Table US Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Revenue (M USD) and Gross Margin of Mobile Phone 2010-2015

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

Figure Mobile Phone Picture and Specifications of Apple

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

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

Figure Mobile Phone Production (Unit) and US Market Share of Apple 2010-2015 Table Apple Mobile Phone SWOT Analysis

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

Figure Mobile Phone Picture and Specifications of Samsung

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

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

Figure Mobile Phone Production (Unit) and US Market Share of Samsung 2010-2015 Table Samsung Mobile Phone SWOT Analysis

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

Figure Mobile Phone Picture and Specifications of Huawei

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

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

Figure Mobile Phone Production (Unit) and US Market Share of Huawei 2010-2015 Table Huawei Mobile Phone SWOT Analysis

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

Figure Mobile Phone Picture and Specifications of MEIZU

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



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

Figure Mobile Phone Production (Unit) and US Market Share of MEIZU 2010-2015 Table MEIZU Mobile Phone SWOT Analysis

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

Figure Mobile Phone Picture and Specifications of OPPO

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

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

Figure Mobile Phone Production (Unit) and US Market Share of OPPO 2010-2015 Table OPPO Mobile Phone SWOT Analysis

Table Vivo Company Profile (Contact Information Plant Location Capacity Revenue etc) Figure Mobile Phone Picture and Specifications of Vivo

Table Mobile Phone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of Vivo 2010-2015 Figure Mobile Phone Capacity (Unit), Production (Unit) and Growth Rate of Vivo 2010-2015

Figure Mobile Phone Production (Unit) and US Market Share of Vivo 2010-2015 Table Vivo Mobile Phone SWOT Analysis

Table HTC Company Profile (Contact Information Plant Location Capacity Revenue etc) Figure Mobile Phone Picture and Specifications of HTC

Table Mobile Phone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of HTC 2010-2015 Figure Mobile Phone Capacity (Unit), Production (Unit) and Growth Rate of HTC 2010-2015

Figure Mobile Phone Production (Unit) and US Market Share of HTC 2010-2015 Table HTC Mobile Phone SWOT Analysis

Table ZTE Company Profile (Contact Information Plant Location Capacity Revenue etc) Figure Mobile Phone Picture and Specifications of ZTE

Table Mobile Phone Capacity (Unit), Production (Unit), Price (USD/Unit), Cost (USD/Unit), Gross (USD/Unit), Revenue (M USD) and Gross Margin of ZTE 2010-2015 Figure Mobile Phone Capacity (Unit), Production (Unit) and Growth Rate of ZTE 2010-2015

Figure Mobile Phone Production (Unit) and US Market Share of ZTE 2010-2015 Table ZTE Mobile Phone SWOT Analysis

Table Lenovo Company Profile (Contact Information Plant Location Capacity Revenue



etc)

Figure Mobile Phone Picture and Specifications of Lenovo

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

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

Figure Mobile Phone Production (Unit) and US Market Share of Lenovo 2010-2015 Table Lenovo Mobile Phone SWOT Analysis

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

Figure Mobile Phone Picture and Specifications of Xiaomi

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

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

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

Table Xiaomi Mobile Phone SWOT Analysis

Table Mobile Phone Price by Regions 2010-2015

Table Mobile Phone Price by Product Types 2010-2015

Table Mobile Phone Price by Companies 2010-2015

Table Mobile Phone Gross Margin by Companies 2010-2015

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

Table Price of Different Mobile Phone Product Types (USD/Unit)

Table Market Share of Different Mobile Phone Price Level

Table Gross Margin of Different Mobile Phone Applications

Table Marketing Channels Status of Mobile Phone

Table Traders or Distributors of Mobile Phone with Contact Information

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

Table US Import, Export, and Trade of Mobile Phone (Unit)

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

Figure US Capacity Utilization Rate of Mobile Phone 2016-2021

Table US Mobile Phone Production by Type 2016-2021 (Unit)

Table US Mobile Phone Production Market Share by Type 2016-2021

Figure US Production Market Share of Mobile Phone by Type in 2021

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



Figure US Sales Revenue (Million USD) and Growth Rate of Mobile Phone 2016-2021 Figure US Sales of Mobile Phone by Applications 2016-2021 (Unit)

Table US Production Market Share of Mobile Phone by Applications 2016-2021 Figure US Production Market Share of Mobile Phone by Applications in 2021 Table US Production, Import, Export and Consumption of Mobile Phone 2016-2021 (Unit)

Table US Production (Unit), Price (USD/Unit), Cost (USD/Unit), Revenue (M USD) and Gross Margin of Mobile Phone 2016-2021

Table Major Raw Materials Suppliers of Mobile Phone with Contact Information

Table Manufacturing Equipment Suppliers of Mobile Phone with Contact Information

Table Major Players of Mobile Phone with Contact Information

Table Key Consumers of Mobile Phone with Contact Information

Table Supply Chain Relationship Analysis of Mobile Phone

Table New Project SWOT Analysis of Mobile Phone

Table New Project Investment Feasibility Analysis of Mobile Phone

Table Part of Interviewees Record List



#### I would like to order

Product name: US Mobile Phone Industry 2015 Market Research Report Product link: <a href="https://marketpublishers.com/r/U3DA3C45708EN.html">https://marketpublishers.com/r/U3DA3C45708EN.html</a>

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 <a href="https://marketpublishers.com/r/U3DA3C45708EN.html">https://marketpublishers.com/r/U3DA3C45708EN.html</a>

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	

& 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

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms