

India Smartphone Market & Operating System Analysis Forecast

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Abstracts

Smartphone Industry in India – Market Analysis

India is rapidly emerging as a rewarding market for the smartphone industry. It had a market of more than INR 50 Billion in 2010. By 2016 smartphone sales is expected to reach approximately 30 Million units. Nokia was the leading player in 2010 holding more than twice the market share from its nearest rival Blackberry. But due to major glitches in Nokia smartphone performances its market share has taken a severe beating in 2011 and its market share has reduced by 12.3% from the previous year. Samsung capitalizing on this opportunity had captured more than 30% smartphone market share; thus becoming the second biggest player in 2011.

From our research report findings Symbian operating system was the leader in 2010 with highest market share. But in 2011 Android operating system has left Symbian operating system far behind with twice its market share. After the launch of 3G services smartphone application market has got major boost in India. User using smartphone for accessing social networking expects to be more than 70 Million by 2014. Location Based Service (LBS) application market is growing with 86.6% for the period of 2007 to 2012.

Renub Research report entitled “India Smartphone Market & Operating System Analysis Forecast” gives deep insight into the Indian Smartphone Market. We believe such a research will help you in assessing the market trends, structure, drivers, restraints, company’s analysis and market potential till 2016.

What is Different about this Report?

We have conducted an independent and unbiased non-vendor affiliated assessment of the Indian smartphone market, smartphone operating system market, application market and smartphone companies' analysis. We surveyed and interviewed several key industry players to gain an in-depth view of the market. This report aims to serve as an excellent guide for investors, researchers, consultants, marketing strategists, and all those who are planning to foray into Indian smartphone market in some form or the other.

Smartphone Operating System Comparative Analysis - Five Smartphone Operating System Unit Sales, Strengths & Weakness have been discussed in this report.

Android

iPhone

Symbian

Windows

Blackberry

Key Companies Analysis

This section covers the key facts about the 6 major companies that play an important role in smartphone market. The companies analyzed in this section are as follows: Nokia, Samsung, LG, Research in Motion, Apple and HTC. All the companies have been analyzed from four points.

- 1) Companies strategies for smartphone selling in India
- 2) Companies smartphone sales unit in India
- 3) Companies strengths in smartphone
- 4) Companies weakness in smartphone

Data Sources

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 100 paid databases.

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