

# Research Report on Southeast Asia Smartphone Assembly Industry 2023-2032

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## Abstracts

Most countries in Southeast Asia have a low smartphone penetration rate and have a lot of upside potential. With the development of mobile Internet and e-commerce in each country, the smartphone penetration rate is also gradually growing. Take Vietnam as an example, Vietnam's cell phone sales have gradually increased, and in 2021, Vietnam's smartphone sales reached 15.9 million units, up 11.9% year-on-year.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of over 600 million by the end of 2021, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$73,000 in 2021. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2021. The population and minimum wage levels also vary greatly from country to country, with Brunei, which has the smallest population, having a total population of less than 500,000 people in 2021, and Indonesia, which has the largest population, having a population of about 275 million people in 2021. The most economically advanced countries in Southeast Asia do not have a legal minimum wage, with the actual minimum wage exceeding US\$400 per month (for foreign maids), while the lowest minimum wage level in Myanmar is only about US\$93 per month.

At present, the development of smartphone assembly industry in Southeast Asian countries varies greatly. According to CRI analysis, Singapore's high labor and land costs are not suitable for the development of cell phone assembly industry. Vietnam and

Indonesia's smartphone assembly industry is more mature, about 60% of Samsung's smartphones are assembled by Vietnam's factories, and in 2021, Vietnam's cell phone and parts industry exports amounted to about US\$58 billion, up 12.4% year-on-year, while a number of cell phone manufacturers have also built cell phone assembly plants in Indonesia, mainly to serve the domestic sales of cell phones in Indonesia. Other countries in Southeast Asia domestic smartphone assembly industry is relatively weak or has not yet started, still to be developed.

Overall, according to CRI forecast, the size of the smartphone assembly industry in Southeast Asia will maintain growth from 2023-2032. On the one hand, Southeast Asian countries are rich in labor resources and low production costs, and the smartphone assembly industry has a bright future, attracting global cell phone manufacturers to transfer production capacity to the Southeast Asian region. On the other hand, the economic growth of Southeast Asian countries, the improvement of residents' living standards and the growth of demand for smartphones will also promote smartphone shipments.

Topics covered:

Southeast Asia Smartphone Assembly Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Smartphone Assembly Industry?

Which Companies are the Major Players in Southeast Asia Smartphone Assembly Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Smartphone Assembly Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Smartphone Assembly Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Smartphone Assembly Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Smartphone Assembly Industry Market?

Which Segment of Southeast Asia Smartphone Assembly Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Smartphone Assembly Industry?

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