

North America Handset Shipments, Vendor Market Share, Strategies and Key Trends Q3'2011

<https://marketpublishers.com/r/NC6ED960CF9EN.html>

Date: October 2011

Pages: 25

Price: US\$ 1,300.00 (Single User License)

ID: NC6ED960CF9EN

Abstracts

This report and its associated database provide an in-depth assessment of handset shipments, vendor market share, strategies and key trends in Q3'2011 for the North America region. Quarter 3 shipments of handsets to North America at 48.24 million units was a 6.63% decline on the same period in 2010 but overall 2011 shipments to date for the first three-quarters of 2011 are 2.10% up on 2010 and a robust Quarter 4 figure is expected that will likely see 2011 full year shipments exceed the 2010 total. Within North America, quarter 3 has witnessed great changes with vendors as several made announcements of new products, new operating systems and new functionality in a drive to generate sales ahead of the festival quarter 4 demand. Samsung has achieved a Q3 2011 market share of 30.15% of all shipments to North America, putting it in a very strong poll position with nearly double the market share of its nearest rival, fellow Korean LG (16.75% share). HTC has a Q3 2011 market share of 12.35%, which reflects substantial growth year on year and quarter on quarter since it entered the North American market in 2008. Apple's iPhones have gained an 11.10% share in Q3 although this was a decline on both previous 2011 quarters but it is still up on 2010 shipments overall. Motorola Mobility retained its 5th place for Q3 with a 7.75% share while RIM's Blackberry range of handsets kept a 6.69% Q3 share. Huawei has increased its share virtually every quarter since its launch on the North American market in 2008 to now reach a 4.40% share in Q3 2011. ZTE and Pantech are both recent entrants to the North American market in 2009 and each mirrors a continual rise to reach a Q3 share of 2.72% and 2.51 respectively. Kyocera has now survived more than 10 years in the North American marketplace and holds a Q3 share of 2.09% ahead of Nokia's 1.47%, which is a dramatic fall from its third place 16.71% share in 2005.

Contents

1 INTRODUCTION

- 1.1 Coverage
- 1.2 Executive Summary

2 SECTION 1: GLOBAL HISTORICAL REGIONAL TRENDS

- 2.1 Historical Market Size and Share by Region
 - 2.1.1 Historical Handset Shipments by Region
 - 2.1.2 Historical Year on Year Growth
- 2.2 Global Shipments: 2011 Quarters 1-3
 - 2.2.1 Handset Shipments by Region 2011 to date
 - 2.2.2 Global Handset Shipments by Region volumes

3 SECTION 2: NORTH AMERICA TRENDS

- 3.1 Trends in Handset Shipments to North America
 - 3.1.1 Historical Handset Shipments
 - North America: Historical Handset Shipments 2004-2011 (Quarters 1-3 only)
 - 3.1.2 Handset Shipments 2011 Quarters 1-3
 - North America: 2011 Quarters 1-3 Handset Shipments – Percentage per Quarter
 - 3.1.3 North America Handset Shipments 2011 Quarters 1-3 compared to 2010 & 2009
 - North America: 2011 Quarters 1-3 Handset Shipments compared to 2010 & 2009

4 SECTION 3: NORTH AMERICA TRENDS BY VENDOR

- 4.1 Historical Trends by Vendor
 - 4.1.1 Historical Handset Shipment Vendors by volume
 - 4.1.2 Historical Handset Shipment Vendors Market Share
- 4.2 2011 Quarters 1-3 Shipments to North America
 - 4.2.1 2011 Quarters 1-3 Handset Shipment Vendors Market Share
 - 4.2.2 2011 Quarter 3 Handset Shipment Vendors
 - 4.2.3 Vendor Strategies
 - 4.2.3.1 Samsung
 - 4.2.3.2 LG
 - 4.2.3.3 HTC
 - 4.2.3.4 Apple

4.2.3.5 Motorola Mobility

4.2.3.6 RIM

4.2.3.7 Huawei

4.2.3.8 ZTE

4.2.3.9 Pantech

4.2.3.10 Kyocera

4.2.3.11 Nokia

I would like to order

Product name: North America Handset Shipments, Vendor Market Share, Strategies and Key Trends Q3'2011

Product link: <https://marketpublishers.com/r/NC6ED960CF9EN.html>

Price: US\$ 1,300.00 (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/NC6ED960CF9EN.html>