

Smartphone - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Smartphone Market is expected to grow at a CAGR of 8.9% during the forecast period. Rising demand for disposable income increases the probability of consumer spending on media, entertainment, networking and mobile communication leading to higher potential sales of consumer electronics is influencing the market growth.

Smartphones are the most demanded electronic devices today owing to a change in the lifestyle of people, where owning a smartphone is not just a necessity but a norm. As there is an increase to higher potential sales of consumer electronics such as smartphones, tablets, laptops, and gaming consoles. The instances of smartphone adoption are very high among the urban population as compared to the rural population and hence there is high demand for smartphones in developed regions.

Amongst Operating System, iOS segment held considerable market share during forecast period. It is the operating system that currently powers many of the company's mobile devices, together with the iPod Touch, iPhone and iPad. iOS is a mobile operating system formed and developed by Apple Inc. entirely for its hardware. By geography, Asia Pacific dominated the market due to the increasing economy with increasing per capita income, the presence of a massive population, and the interest to use new technologies are few of the smartphone industry trends gaining traction in the market of this region.

Some of the key players in Smartphone market include Xiaomi, Samsung, Nokia, Motorola, ZTE Corporation, Microsoft, Micromax, LG, Lenovo, Huawei, HTC, Google, Blackberry, Apple, Vivo Communication Technology Co. Ltd., OPPO, Sony, Google Inc and Panasonic Corporation.

Price Ranges Covered:

US\$ 500 & Above

US\$ 200–US\$ 500

US\$ 100–US\$ 200

Below US\$ 100

Operating Systems Covered:

Windows

Android

iOS

Blackberry OS

Other Operating Systems

Distribution Channels Covered:

Offline

Online

Sizes Covered:

Up to 6.0"

4.0"–5.0"

Below 4.0"

RAM Sizes Covered:

Up to 8GB

2GB–4GB

Below 2GB

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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