

Tariff Trends Snapshot 101 - The launch of low cost smartphones in emerging markets

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Abstracts

In SnapShot 101 TCL has analyzed the market for low cost Smartphones worldwide, in both emerging markets and developed markets.

A number of Smartphones are being launched, which provide LTE 4G and VoLTE features, with many 4G Smartphones having a purchase cost of below USD \$100.

SnapShot 101 follows on from the 2016 SnapShot 49, which examined Smartphones in selected Emerging Markets (including Brazil, China, Egypt, Ghana, India, Indonesia, Kenya, Nigeria and South Africa), which showed the introduction of own-brand MNO Smartphones from MTN, Vodacom and Orange.

Low cost Smartphones are a feature of many markets, particularly China and India, with low cost devices using the Android 7.0 Nougat mobile operating system, with suppliers by Anee, Intex, IVOOMI, Coolpad, Solo and Haier.

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