

# Tariff Trends SnapShot 147 - Latest Trends in Low Cost Smartphones

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## Abstracts

In SnapShot 147 Telecoms Pricing considers the changes in the smartphone market with more low-cost devices becoming available.

It follows previous SnapShots (published in August 2019, November 2017 and March 2015) which provided an overview of the smartphone market. There remains a wide variety of 4G LTE plans and handsets, with MNOs offering 3rd party finance payments in installments or by bundling the device cost with a usage plan.

In SnapShot 147 Telecoms Pricing also looks at the most recent introduction of 5G devices, and the range of device pricing that is available – typically with plan and device bundling to reduce the device cost - and highlights the difference between 4G & 5G smartphones.

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