

# **Germany Smartphone Market, By Operating System (Android, iOS, Others (Windows, Blackberry, etc.)), By Display Technology (OLED, LCD, AMOLED, Others (FHD+, LCD+FHD, etc.)), By Distribution Channel (Multi-Brand Stores, Exclusive Store, Online, Others (Supermarkets, Hypermarkets, etc.)), By Region, Competition, Forecast & Opportunities, 2027**

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## **Abstracts**

The Germany Smartphone market is expected to reach USD 12.54 billion by 2027, with a CAGR of 1.87% during the forecast period. The Germany Smartphone market is mainly driven by increased internet use, usage, and product innovation.

In recent years, smartphones have significantly impacted how people live their daily lives in Germany. Customers have been using them for longer than ever. Customers demand larger battery capacities because this intensive use shortens the battery's lifespan. Some people adhere to advice on extending battery life by, for example, reducing screen brightness or turning on sensors only when necessary. Others go even further, using battery cases or so-called power banks that can charge a phone, doubling its battery life. Something that, at least for some users, appears to be more valuable than the inconvenience of having to carry around a heavier or larger device.

According to Bitkom statistics, Germany's population's share of smartphone users has increased by three percentage points. Beginning in 2021, 79 percent of Germans aged 16 and over used a mobile phone with Internet access, up from 76 percent in 2020. This is equivalent to 56 million individuals. Even more, people use multiple devices. More than a quarter (27 percent) use two devices, even though the vast majority (65 percent) manage just well with a smartphone. The average user in Germany has two

smartphones, making up about 4% of all users.

The smartphone business has undergone a complete transformation to meet future customers' needs due to increased social media usage, OTT (Over the Top) consumption on the go, work and school from home, and the influence of content providers.

In terms of the operating system, the Germany smartphone market is segmented into Android, iOS, and others. Among these, the Android operating system has dominated the market with a majority market share of around 67% in 2021. It will continue to dominate the market through the forecast period, as people in Germany prefer affordable android devices over iOS. Still, iOS is registering an increasing growth rate in the forecast period.

#### Increase in Usage of Smartphone is Fueling the Market Growth

People use smartphones for everything these days. In Germany, the daily average smartphone usage is 2 hours and 14 minutes. Given that smartphones are used for various reasons these days and that the average screen time for Germans is about 10 hours, the amount of time spent on smartphones is expected to increase. Furthermore, 51% of German smartphone users claimed that during the pandemic, their devices helped them cope with anxiety and stress, which is also a reason for the increase in the usage of smartphones in Germany.

#### 5G Service is Driving the Market Growth

Private consumers' interest in 5G has also considerably increased. A Bitkom poll found that while 46% of respondents indicated 5G capabilities were essential when purchasing a smartphone at the beginning of 2021, that number has increased to over two-thirds now (63 percent). Additionally, the desire to pay has grown. If 5G is available, a mobile phone package may cost an additional 11 euros per month (USD 11.03). The willingness to pay remained at 7 euros per month (USD 7.02) in 2021. One in four (26%) would be willing to spend less than 10 euros (USD 10.03), and almost one in three (35%) would be willing to pay an extra 10 to nearly 20 euros (USD 20.06).

#### Standardization in Smartphones Hindering the Market Growth

There are multiple smartphone brands across the globe; every other organization has its R&D team, due to which there are no standards for which a smartphone should be

designed. Every other organization has its own set of criteria on which they operate, making it difficult for the consumers to select and even harder for the manufacturers to create a design for a smartphone that is better than their competitors.

### Sustainable Technology is Driving the Market Growth

For much of the smartphone industry, the leading companies have started using sustainable sources to develop their technologies. With the global population changes, every other company is encouraging its employees to use sustainable resources. Due to the changes in government policies in different countries, companies/manufacturers are developing eco-friendly products. For instance, an ethical smartphone called Shiftphone was launched in the country by Shift company, which has the latest technology and is both fair and coltan-free.

### Market Segmentation

The Germany Smartphone market is segmented based on operating system, display technology, distribution channel, region, and company. Based on operating system, the market is further segmented into Android, iOS, and Others (Windows, Blackberry, etc.). Based on display technology, the Germany smartphone market is segmented into OLED, LCD, AMOLED, and Others (FHD+, LCD+FHD, etc.). Based on distribution channel, the market is further fragmented into Multi-Brand Stores, Exclusive Stores, Online and Others (Hypermarkets, Supermarkets, etc.).

### Company Profiles

Samsung Electronics Deutschland GmbH, Apple GmbH, Huawei Technologies Deutschland GmbH, ZTE Deutschland GmbH, HMD Global Oy, LG Electronics Deutschland GmbH, Doro Deutschland GmbH, Xiaomi Corp, Oppo Deutschland GmbH, Vivo Deutschland GmbH, etc. are among the top players operating in the Germany Smartphone market.

### Report Scope:

In this report, Germany Smartphone market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Germany Smartphone Market, By Operating System:

Android

iOS

Others

#### Germany Smartphone Market, By Display Technology:

OLED

LCD

AMOLED

Others

#### Germany Smartphone Market, By Distribution Channel:

Multi-Brand Stores

Exclusive Stores

Online

Others

#### Germany Smartphone Market, By Region:

South West

South East

North West

North East

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Germany Smartphone Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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