

# **United States Smartphone Market, By Operating System (Android, iOS, Windows, Others), By Display Technology (OLED, AMOLED, LCD, Others), By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Exclusive Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The United States smartphone market was valued at USD 68.64 billion in 2024 and is projected to reach USD 96.21 billion by 2030, growing at a CAGR of 5.85% during the forecast period. As one of the most mature and innovation-driven markets globally, the U.S. smartphone landscape is marked by high device penetration, strong consumer brand loyalty, and a preference for premium models. Dominated by major players such as Apple, Samsung, and Google, the market thrives on cutting-edge advancements in 5G, camera systems, AI capabilities, and user experience design. Consumer purchasing behavior is further influenced by carrier-driven trade-in deals, financing options, and upgrade programs. With increasing interest in foldable phones and productivity-enhancing features, competition remains robust—particularly in high-end and emerging device categories.

### **Key Market Drivers**

#### **Technological Advancements and Innovation**

Technological progress continues to be a driving force in the U.S. smartphone market. Consumers seek advanced specifications such as high-performance

processors, superior camera capabilities, OLED and foldable displays, and AI-powered enhancements. The widespread rollout of 5G has accelerated the shift toward newer models offering high-speed connectivity and improved app performance. Brands like Apple emphasize ecosystem integration and privacy, while Google leverages AI to optimize user experience, particularly in its Pixel lineup. Foldable designs, stylus features, and multitasking support appeal to both lifestyle and professional users, raising the bar for premium devices. These innovations continually influence consumer expectations and upgrade cycles, sustaining demand in a highly competitive environment.

## Key Market Challenges

### Market Saturation and Slowing Replacement Cycles

A key challenge for the U.S. smartphone market is saturation, with device ownership exceeding 90% among consumers. This limits potential for first-time purchases, making the market increasingly dependent on replacements. However, replacement cycles are lengthening, as users retain their phones for longer—typically three to four years—due to improvements in device durability and performance, and minimal innovation between generations. The high cost of flagship models also discourages frequent upgrades. Without groundbreaking innovation or compelling upgrade incentives, such as trade-in bonuses or financing options, it becomes difficult for brands to stimulate consistent sales in an already mature market.

## Key Market Trends

### Growing Adoption of 5G Technology

The adoption of 5G technology is a dominant trend reshaping the U.S. smartphone market. As carriers extend 5G coverage, consumer demand for 5G-compatible smartphones is rising. Faster speeds, lower latency, and enhanced network reliability are pushing users to upgrade. Manufacturers have responded by offering 5G capabilities across mid-range and premium models, accelerating market penetration. Additionally, 5G supports emerging applications such as AR, VR, and connected IoT ecosystems, making it a critical enabler for the next generation of mobile experiences. As 5G becomes standard, it is expected to further drive consumer upgrades and device innovation across the industry.

## Key Market Players

Apple Inc.

Samsung Electronics Co., Ltd.

Google LLC

Xiaomi Corporation

Motorola Mobility LLC

OnePlus Technology (Shenzhen) Co., Ltd.

TCL Technology Group Corporation

HMD Global Oy

Alcatel-Lucent S.A.

BLU Products LLC

#### Report Scope:

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

United States Smartphone Market, By Operating System:

Android

iOS

Windows

Others

United States Smartphone Market, By Display Technology:

OLED

AMOLED

LCD

Others

United States Smartphone Market, By Sales Channel:

Supermarkets/Hypermarkets

Multi-Branded Stores

Exclusive Stores

Online

Others

United States Smartphone Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

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

Available Customizations:

United States Smartphone Market report with the given market data, TechSci Research

*United States Smartphone Market, By Operating System (Android, iOS, Windows, Others), By Display Technology (O...*

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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. UNITED STATES SMARTPHONE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Operating System (Android, iOS, Windows, Others)

5.2.2. By Display Technology (OLED, AMOLED, LCD, Others)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Multi-Branded Stores, Exclusive Stores, Online, Others)

5.2.4. By Regional

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. UNITED STATES ANDROID SMARTPHONE MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Display Technology

6.2.2. By Sales Channel

# 7. UNITED STATES IOS SMARTPHONE MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Display Technology

7.2.2. By Sales Channel

# 8. UNITED STATES WINDOWS SMARTPHONE MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Display Technology

8.2.2. By Sales Channel

# 9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

# 10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

## **11. UNITED STATES ECONOMIC PROFILE**

## **12. POLICY & REGULATORY LANDSCAPE**

## **13. COMPETITIVE LANDSCAPE**

### **13.1. Company Profiles**

#### **13.1.1. Apple Inc.**

- 13.1.1.1. Business Overview
- 13.1.1.2. Company Snapshot
- 13.1.1.3. Products & Services
- 13.1.1.4. Financials (As Per Availability)
- 13.1.1.5. Key Market Focus & Geographical Presence
- 13.1.1.6. Recent Developments
- 13.1.1.7. Key Management Personnel

#### **13.1.2. Samsung Electronics Co., Ltd.**

#### **13.1.3. Google LLC**

#### **13.1.4. Xiaomi Corporation**

#### **13.1.5. Motorola Mobility LLC**

#### **13.1.6. OnePlus Technology (Shenzhen) Co., Ltd.**

#### **13.1.7. TCL Technology Group Corporation**

#### **13.1.8. HMD Global Oy**

#### **13.1.9. Alcatel-Lucent S.A.**

#### **13.1.10. BLU Products LLC**

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**



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