

Asia Pacific Rugged Phones Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Smartphone, Featured Phones), Screen Size (Below 5 Inch, 5 Inch to 6 Inch, and Above 6 Inch), and End-User (Industrial, Government, Commercial, Military and Defense, and Consumer)

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Abstracts

The Asia Pacific rugged phones market is expected to grow from US\$ 703.80 million in 2023 to US\$ 1,118.93 million by 2028. It is estimated to grow at a CAGR of 9.7% from 2023 to 2028.

High Growth Opportunities for Rugged Phones in Growing and Developing Region Drive Asia Pacific Rugged Phones Market

In the Asia Pacific rugged phones market, Asia Pacific is projected to be the fastest-growing region in terms of market growth rate over the forecast period of 2023 to 2028. The growing trend of industry & factory automation and digitalization across industries coupled with rising investments in industrial development and government expenditure in Asian countries such as China and India are some of the key drivers fueling the demand for semi-rugged and ultra-rugged phone in military & defense, commercial, and industrial sectors in the Asia Pacific region. Based on these factors, China, India, Japan, South Korea, and several Southeast Asian countries are anticipated to be the fastest-growing markets for the adoption of rugged phones market in the coming years. Huge population growth, rising disposable income, growing urbanization & industrialization levels, high adoption of smartphones/mobile phones, favorable government policies to promote industrial growth, and high investments in R&D activities related to mobile phone technologies and communication technologies are some of the other key factors

that are expected to boost the growth of rugged phones market in the Asia Pacific region. Hence, the growing automation trend and high industrial growth is anticipated to offer ample growth and expansion opportunities for rugged mobile phone manufacturers in the Asia Pacific region over the forecast period of 2023 to 2028.

Asia Pacific Rugged Phones Market Overview

The Asia Pacific rugged phones market is further segmented into Australia, India, China, Japan, South Korea, and the Rest of Asia Pacific. The region's oil & gas industry is forecasted to witness an increase in mergers & acquisitions and final investment decisions. The growth in the oil & gas industry would propel the upstream and downstream activities. The growing oil & gas industry demands use of rugged phones to offer better operational efficiency in the harsh environment. The new oil & gas exploration projects in the region and increased adoption of automation by these projects are expected to provide future opportunities to the Asia Pacific rugged phones market. In addition, snowball effect in the manufacturing industry in Asian countries, such as China, India, Japan, South Korea, and Taiwan, would further create a positive impact in the adoption of rugged phones. In countries such as India, initiatives like 'Digital India' and 'Make in India' are making the country a digitally connected global manufacturing hub. The manufacturing companies have commenced with digitizing the business operations and integrating new technologies into manufacturing processes. Upgrading technologies would help in making investments in correct mobile devices to power smart manufacturing practices and give better total cost of ownership. The manufacturing industry is evolving, and therefore, the manufactures are getting inclined for adopting rugged mobile devices and tablets to maintain a chain of command and access enterprise applications. With growing manufacturing and oil & gas industries, the Asian logistic companies are also transforming the quality of delivery services by using rugged devices. Moreover, expanding telecom penetration and escalating establishment of 4G network throughout Asia is playing a significant role in fueling the market growth. This, in turn, would improve communication and productivity in the telecom sector. Thus, factors such as expansion in oil & gas, logistics, telecom, and manufacturing industry will broaden the scope of deploying rugged smartphones/phones is anticipated to propel.

Asia Pacific Rugged Phones Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific rugged phones market Segmentation

The Asia Pacific rugged phones market is segmented into type, screen size, and end-

user, and country.

Based on type, the Asia Pacific rugged phones market is bifurcated into smartphone and featured phones. In 2023, the smartphone segment registered a larger share in the Asia Pacific rugged phones market.

Based on screen size, the Asia Pacific rugged phones market is segmented into below 5-inch, 5 inch to 6 inch, and above 6 inch. In 2023, the 5 inch to 6 inch segment registered a largest share in the Asia Pacific rugged phones market.

Based on end-user, the Asia Pacific rugged phones market is segmented into industrial, government, commercial, military and defense, and consumer. In 2023, the industrial segment registered a largest share in the Asia Pacific rugged phones market.

Based on country, the Asia Pacific rugged phones market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. In 2023, China segment registered a largest share in the Asia Pacific rugged phones market.

AGM MOBILE; Blackview; Caterpillar Inc; KYOCERA Portugal; Nokia Corp; OUKITEL; Samsung Electronics Co Ltd; Ulefone Mobile; Unitech Electronics Co., LTD; and Zebra Technologies Corp are the leading companies operating in the Asia Pacific rugged phones market.

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