

North America 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 North America rugged phones market is expected to grow from US\$ 1,066.60 million in 2023 to US\$ 1,617.76 million by 2028. It is estimated to grow at a CAGR of 8.7% from 2023 to 2028.

Rising 5G Deployments to Complement the Growth Drive North America Rugged Phones Market

The demand for connected devices and reliable network technologies is rising among industrial customers worldwide. Communication network technologies such as 2G, 3G, and 4G are already well established across the globe. However, with rising complexity of electronic systems and integration of advanced technologies in smartphones, there is a growing demand for further improvements in network capacity, latency, and coverage. 5G is the fast-emerging wireless technology that offers promising performance enhancements over existing technologies. Some of the key country which have already started the successful deployments of 5G include the US. In comparison to existing wireless network technologies, 5G is anticipated to offer enhanced network capacity, high coverage, improved latency, and improved battery life. All these advantages are anticipated to drive the penetration of 5G over the forecast period of 2023 to 2028. Owing to the growth outlook of 5G technology, companies operating in the North America rugged phones market have already started integrating 5G capabilities in some

of their models to meet the future demand of their end users and to differentiate their offering from competitors. Blackview, OUKITEL, and Ulefone Mobile are few of the key companies with 5G enabled phones. Other players are also exploring the 5G capabilities and plan to include it in their products in coming years, depending on the customer requirements for advanced functionality. Thus, 5G is anticipated to complement the growth of rugged phones market during the forecast period of 2023 to 2028.

North America Rugged Phones Market Overview

North America is the most technologically advanced region, with major economies, such as the US, Canada, and Mexico. These economies are characterized by higher standards of living, high disposable incomes of individuals, and rapid technological advancements in the technology industry. Moreover, rising trend of industrial automation driven by growing advancement in Internet of Things (IoT) and its applications, it is anticipated to bolster the industrial growth in the region. Several industries in the region, such as oil & gas, aerospace, automotive, transportation, telecommunications, and logistics, are implementing digitalization. Because rugged phones are water-resistant, dust-proof and can operate against shock and extreme temperatures, the penetration of rugged phones would be helpful during the integration cycle of industrial automation in above-mentioned industries. In the North America rugged phones market, many players have taken initiatives that significantly contribute toward the market growth. For instance, in April 2020, Kyocera International Inc., a North American provider of rugged mobile solutions, introduced a new military-grade rugged device. The new DuraXV Extreme flip phone is developed for dependable communication in rough and harsh working conditions. The company's new ultra-rugged powerhouse offers military standard 810G and IP68 waterproof+ protection, which makes it appropriate for government, construction, and healthcare industries. In addition, the region has witnessed other product launch which further contributes to the market growth. In December 2020, F150, a smartphone manufacturing company, has introduced Bison 2021. This product is a rugged smartphone manufactured for both outdoor life and professional life. Such product launches by companies would help in promoting the market growth. In addition to above-mentioned companies, Caterpillar, Juniper Systems Inc., and Sonim Technologies Inc. are making significant contributions to the North America market growth. Caterpillar has introduced Cat S62 Pro, which is dustproof as well as resistant to sand, vibration, mist, salt, and pressure. The product helps in locating and diagnosing damp, draught, leak, electrical short, blockage, hotspot, or elevated temperature. Factors, such as industrial growth, product launches, and imprints of companies offering rugged smartphones to varied industries are

expected to drive the market in the region.

North America Rugged Phones Market Revenue and Forecast to 2028 (US\$ Million)

North America rugged phones market Segmentation

The North America rugged phones market is segmented into type, screen size, and end-user, and country.

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

Based on screen size, the North America 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 North America rugged phones market.

Based on end-user, the North America 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 North America rugged phones market.

Based on country, the North America rugged phones market is segmented into the US, Canada, Mexico. In 2023, the US segment registered a largest share in the North America rugged phones market.

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

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