

# **World Superphone Market 2013-2018 'Phablets'**

## **Bridging the Gap Between Smartphones & Tablets**

<https://marketpublishers.com/r/WD5B7545040EN.html>

Date: April 2013

Pages: 157

Price: US\$ 2,400.00 (Single User License)

ID: WD5B7545040EN

### **Abstracts**

Gone are the days when mobile handset manufacturers would compete over who could make the most compact device. Screen size has become the most compelling real-estate in mobile device marketing and manufacturers are capitalising on falling display panel costs to deliver larger, sharper images on mobile phones. As such visiongain has determined that superphones will represent global revenue of \$46 billion in 2013.

In the same way that Apple's iPhone jump-started the smartphone movement, Samsung's Galaxy Note has informed new consumer desires. Newly christened 'superphones' are defined as high-performance smartphones with displays above 4.6'. Broad consumer adoption of this freshly popularised technology has allowed electronics multinationals to exploit their backgrounds in display and optics to bring mobile phones into a full-HD, premium user experience.

The tablet market has revealed itself to be a highly lucrative market in an explosive growth phase. With most tier one OEMs marketing a larger smart device as their flagship product, operators can expect current network capacity to fall under strain in peak usage areas. They will look to LTE as a means to cope with an ongoing capacity crunch exacerbated by data-rich devices such as superphones.

Visiongain expects superphones to constitute a significant portion of global smartphone shipments by 2018. They will become cornerstones around which the next-generation product lines of leading OEMs will be built.

### **What makes this report unique?**

An array of primary and secondary sources has informed the findings of our report.

These findings have been placed in global, regional, and national market context, highlighting market trends and strategic opportunities in each. The report identifies and examines key players in a market poised for substantial growth. Our forecasts are informed by the performance of parallel markets and leading vendors, including an exclusive interview with LG, a multinational electronics manufacturer. All these findings are presented in a thorough, straightforward manner.

### **Why you should buy World Superphone Market 2013-2018: 'Phablets' Bridging the Gap Between Smartphones & Tablets**

157 pages of comprehensive analysis

156 tables, charts, and figures

Exclusive interview with Gong Yong Mun, Senior Manager of the Business Strategy Team at LG Electronics Mobile Communications

Global superphones shipment and revenue forecasts between 2013-2018

Global superphones revenue forecasts by screen size between 2013-2018

4.6' - 4.9'

5' - 5.5'

5.6' - 6'

6.1' - 6.5'

Forecasts of superphones shipments and revenue in 5 regional markets from 2013-2018

North America

Asia-Pacific

Europe

Latin America

## The Middle East and North Africa

Forecasts of superphones shipments and revenue in 5 important national markets from 2013-2018, as well as analysis of adoption trends in each

The US

Canada

China

Japan

Korea

A SWOT analysis of the superphones market 2013-2018

Market share forecasts, shipments forecasts and revenue forecasts from 2013-2018 for 6 leading superphones companies analysing their products and corporate strategies -

Samsung

HTC

LG

Sony

Huawei

Apple

Study of drivers and restraints to superphone adoption on both a national and regional level.

Discussion of the leading mobile technologies and prospects for their respective future applications in superphones

Identification of the trends, companies, nations, and cultural factors that will influence future superphone adoption and the direction of players involved in this market.

### **You can order this report today**

Gain an understanding of how to tap into the potential of this market by ordering World Superphone Market 2013-2018: 'Phablets' Bridging the Gap Between Smartphones & Tablets

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Blackberry  
China Times  
Corning  
Datawind  
Dell  
Dropbox  
Ericsson  
Fujitsu  
Google  
HTC  
Huawei  
Korea Telecom

LG  
Microsoft  
Motorola  
Nokia  
Qualcomm  
Samsung  
Sony  
Sony Mobile Communications  
Toshiba  
Verizon  
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## About

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