

Smart-Phone Global Market Including: Mobile Devices, 3G, 4G, Handheld Devices, Samsung, Apple, Lenovo, LG and Others

Smart-phones are expected to boost online retail sales across globe. In the Asia-Pacific region it is expected to grow more than \$400 billion a year by 2018.

LONDON, GREATER LONDON, UK, June 23, 2016 /EINPresswire.com/ -- "Android is one of the most popular operating systems used in mobile devices such as smart-phones, cars, tablets, android TV and wristwatches. The operating system is designed using LINUX kernel and has direct manipulation based UI (user interface)"



Global Smart Phone Market

1. Abstract



Increasing usage of mobile internet and services in emerging regions such as Asia-Pacific and Latin America is driving the growth of global smart-phone market"

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The global [smart-phone market is expected to reach USD 700 billion](#) by 2020, with a CAGR of 10%. The global smart-phone market is dominated by Asia-Pacific region with 45% market share, followed by Europe with 30% market share. Global smart-phone shipment is expected to reach 3000 million units by 2020.

So far, increasing usage of mobile internet and services in major European and Asian countries such as UK, Germany, India, China, Indonesia and South Korea is driving the growth of global smart-phone market. In addition, fall in average selling price of smart-phones is expected to fuel the growth of

the market over the forecast period. However, decreasing demand of smart-phones in matured countries such as Japan and U.S. is expected to hinder the growth of smart-phone market to some extent from 2014 through 2020.

2. Market Overview

A smart-phone is a mobile device with enhanced computing ability and connectivity as compared to other featured phones. Smart-phones generally take in the features of a computer similar to other consumer devices, such as a media player, a personal digital assistant, GPS navigation unit and a digital camera.

Increasing usage of mobile internet and services in emerging regions such as Asia-Pacific and Latin America is driving the growth of global smart-phone market. In addition, fall in average selling price of smart-phones is expected to fuel the growth of the market over the forecast period. However, decreasing demand for smart-phones in matured regions such as North America and Europe are expected to hinder the growth of smart-phone market to some extent from 2014 through 2020.

2.1 Market Growth Drivers And Restraints

2.1.1 Drivers

Decreasing Average selling price (ASP) of smart-phones is making customers switch to smart-phones from feature phones. Demand for low-end smart-phones is major driving factor.

[Branded smart-phones are getting sold through operator](#) retail channels is the major trend in smart-phone market.

An operator subsidy is playing a vital role in the adoption of smart-phones. Subsidized devices sold at lower prices is a common strategy used by makers.

Growing demand for 4G LTE smart-phones.

Availability of effective data centric services and tariffs across globe.

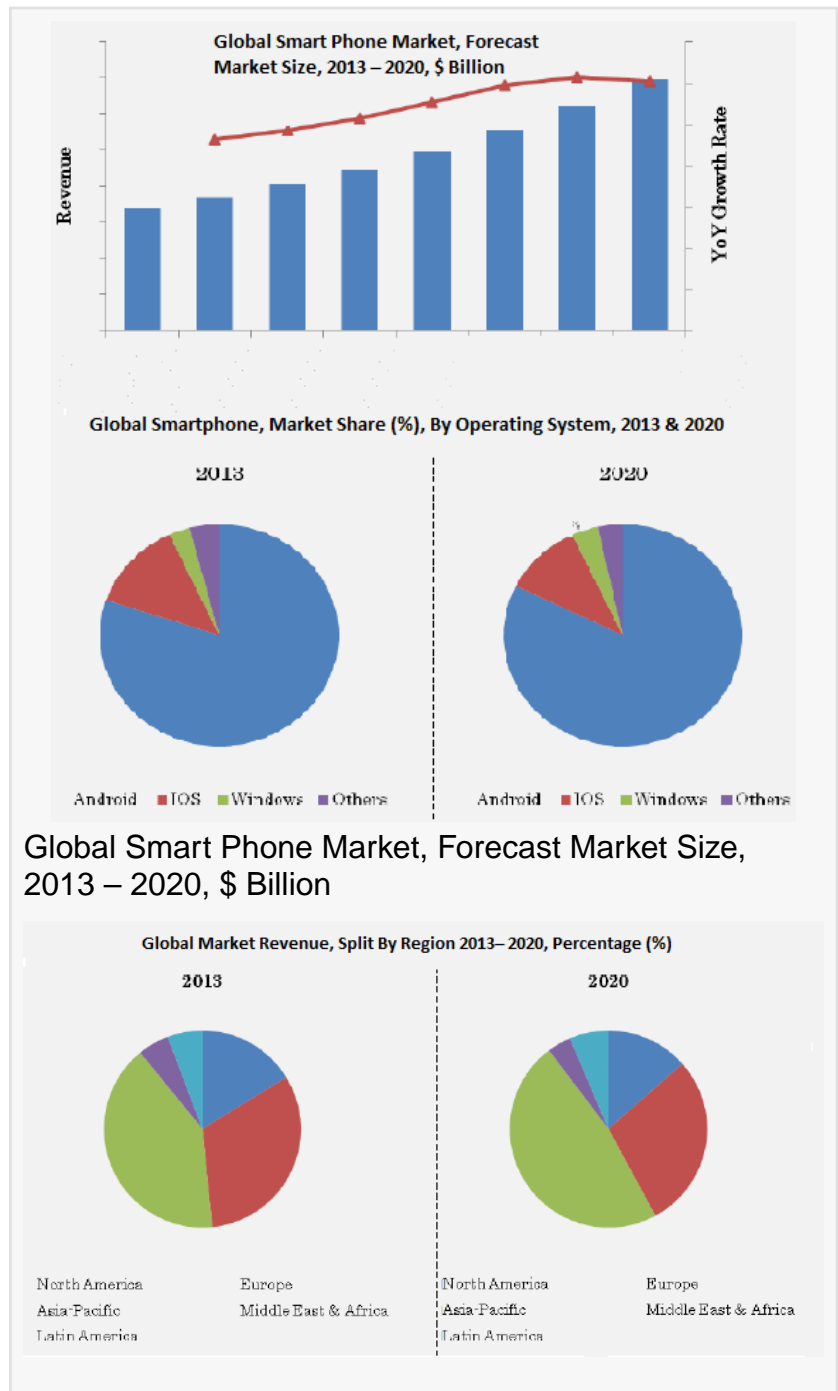
Increasing mobile broadband connections is fueling the adoption of smart-phones.

Smart-phones are improving the quality of life of Individual in global market as the communication and collaboration is facilitated.

2.1.2 Restraints

High-end smart-phone makers are facing trouble as the governments in the developing countries are stressing on subsidizations.

Cutting subsidies for high-end phones is negatively impacting the business model and profit of the



company.

Higher marketing cost and continuous pricing pressure is hampering the growth of smart-phone makers.

Entry of new players is making market more price sensitive and more specifications oriented.

3. Market Size And Forecast

3.1 By Revenue

In 2013, global smart-phone market stood at USD 350 billion and is expected to reach USD 700 billion by 2020, growing at a CAGR of 12% over the forecast period, from 2014 to 2020.

Among all the operating systems, android operating system remained firmly in the first place, covering the largest market segment with 80% share in 2013. iOS stood second, with 12% market share followed by smart-phones with other operating systems, which collectively covered only 4% of the total market.

3.2 By Operating System

The operating system market can be classified into four sub-segments: android smart-phone, iOS smart-phone, windows smart-phones and other operating systems. Currently, android is the most popular operating system among all the other operating systems.

4. Global Smart-Phone Market

4.1 By Screen Size

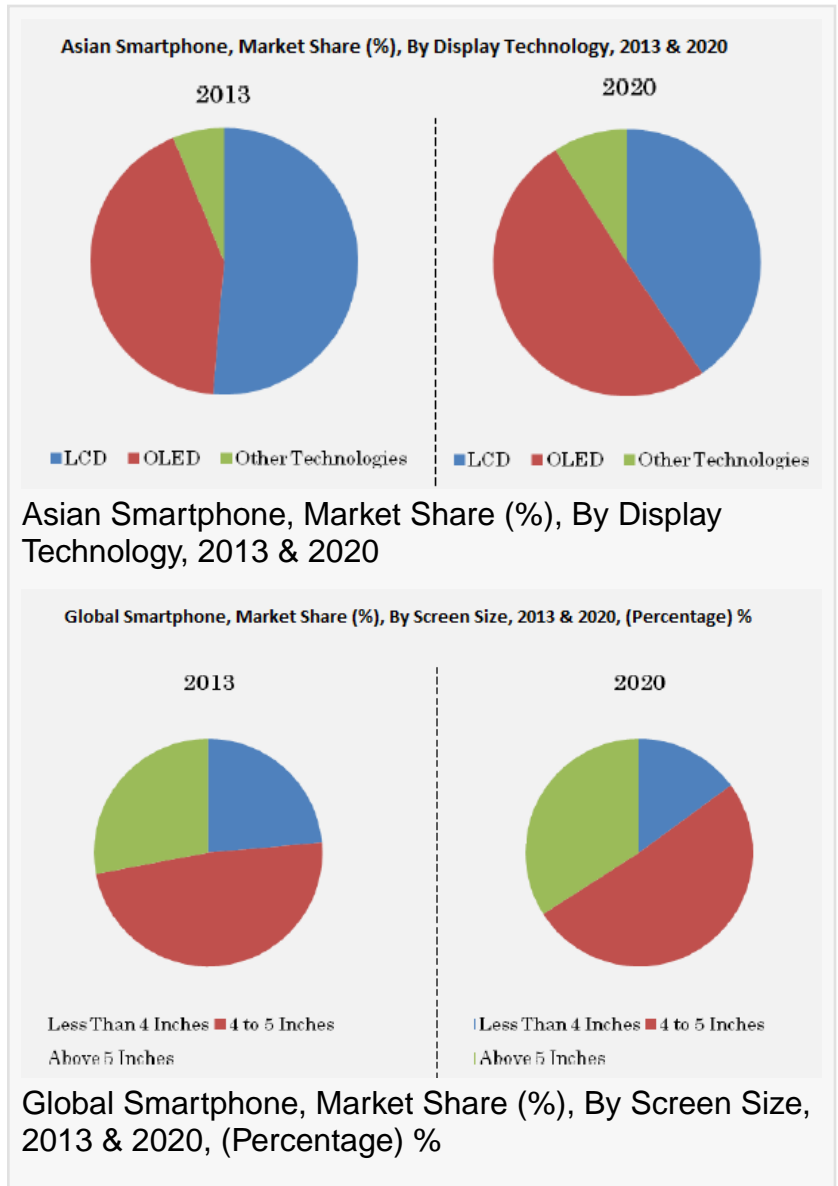
The screen size market can be classified into three sub-segments such as “less than 4 inches” smart-phones, “4 to 5 inches” smart-phones and “above 5 inches” smart-phones.

4.2 By Display Technology

The display technology segment can be classified into three sub-segments such as LCD technology, OLED technology and other display technology.

4.3 By Regions

The global market for smart-phone has been segmented into four broad regions: North America,



Europe, Asia Pacific, Middle-East & Africa, and Latin America.

5. Competitive Landscape

The smart-phone market is dominated by a few players such as Samsung, Apple, Xiaomi, Lenovo and LG.

Samsung was the leader in smart-phone market in 2014 and accounted for 25% of the overall global market mainly due to the wide geographical presence of the company. The company consistently invests in research and development activities which results in introduction of innovative products and technologies. For example in October 2014, the company introduced Galaxy Note Edge in Japan, in order to enhance customer experience.

Other major players were as Apple, Xiaomi, Lenovo and LG in the global smart-phone market in 2014, respectively.

6. Value Chain Analysis

The smart-phone ecosystem is gigantic network of companies that manufacture and distribute the raw materials and components on the basis of which the smart-phones are developed. Big companies such as Samsung has its chain built from raw material suppliers to subcontractors to provide specific components. It is a buyer dominated market. Samsung is the largest manufacturer of smart-phones and has the power to dominate suppliers of raw materials. It gives them competitive edge over others as they can smoothly control their inventory costs and raise the profitability. A multi-platform mobile device manager target the investment area and then starts dealing with the electronic manufacturing services and original device makers to launch the operations.

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Smart-Phone Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$4000 for an individual user. To use across your office the price is \$6000 and \$8000 if you wish to use across a multinational company.

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Dinesh Kumar
The Business Research Company
+918897263534
email us here

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