

# Indian Smartphone Market to Grow at a 10.95% CAGR Forecast to 2018

*Smartphone Market 2016 Indian Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2018*

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/EINPresswire.com/ -- A [smartphone](#) is a device that lets you make telephone calls, but also adds features that you might find on a personal digital assistant or a computer. A smartphone also offers the ability to send and receive e-mail and edit Office documents, for example.

Smartphone has turned out to be a basic need in today's generation. This report is about the market size of the smartphone industry in India and how the threat of new entrants in this industry is increasing rapidly which makes the ASP of smartphone cheaper than before. This report reveals how the organized players are trying to make a strong foothold by making a strong distribution channel in India. The report

also reveals the trend in this industry is shifting to buying of smartphones below 13,000 INR segment. People prefer changing their phones with the new features coming rapidly.

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The India Smartphone Market report is about the current market size of the smartphone industry and the reach. Samsung, Micromax, Karbonn, Intex are the leading companies in the Indian smartphone industry. Maximum market is covered by the north region. The west region comes in the second position. The least market share is covered by the south and the east regions of India. E-Commerce players have emerged as strong distribution channel for smart devices, especially smartphones in India.

According to "India Smartphone Market Outlook, 2018" the Indian smartphone market is expected to grow with a CAGR of 10.95% till 2018. The featured phone still is covering a major part of the mobile phone market as compared to that of Smartphones. The segment with pricing below Rs.13, 000 is covering more than half of the Smartphone market in India. Samsung and



Nokia's share are expected to decrease by 2018 whereas Micromax is expected to increase its share by then. The report also reveals that E-Commerce players have emerged as strong distribution channel for smart devices, especially Smartphones. The decreasing prices of Smartphones, the EMI option available in the Smartphones are driving the Smartphone market in India. "India Smartphone Market Outlook, 2018" discusses the following aspects of smartphones in India:

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