

# India Smartphone Market 2017 Share, Trend, Segmentation and Forecast to 2020

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*"India Smartphone Market Outlook, 2020", Samsung, Micromax, Lenovo and Motorola together has seized more than 40% of the market share in 2016-17*

PUNE, INDIA, October 17, 2017 /EINPresswire.com/ -- [India Smartphone Market Outlook, 2020](#) gives a comprehensive analysis of the smartphone industry in India as well as worldwide. The mobile phone market is constantly in a state flux and has become highly competitive with major international players facing strong competition from the local players, thus creating difficulties for manufacturers to retain their market shares. A few years ago, feature phones ruled the roost and having internet connectivity on the phone was considered a luxury in India. But now times have changed and this is the era of smartphone. Smartphones have become such an integral part of our daily lives that there is actually a term for those who live with the fear of being without their smartphones - Nomophobia. It is no big a news that India has had a flourishing market for digital devices in the past few years, as the country is already adorned with the presence of sizeable smartphone users. People who were earlier prone to using feature phones, have now become a part of the smartphone culture. This has paved the way for handset makers to enter into the smartphone industry, who were previously manufacturing features phones only.

According to "India Smartphone Market Outlook, 2020", Samsung, Micromax, Lenovo and Motorola together has seized more than 40% of the market share in 2016-17 out of the overall smartphone shipments in India. Samsung enjoyed its leadership in 2016-17 with its flagship smartphone Galaxy J models as this series packs a punch with locally developed Ultra Data Saving (UDS) mode, S bike mode and Turbo Speed Technology. The huge popularity of these 'Make for India' features shows that localization is extremely important for technology to succeed. It also highlights the world-class innovation being done by Samsung India's research & development (R&D) teams. Apart from this, many new smartphone brands were seen entering the Indian market to cut a share in one of the most lucrative market. A year ago, two major Chinese brands OPPO and Vivo entered the Indian smartphone market, making life for the local manufacturers even more nightmarish by pushing these brands to compete even more fiercely than before.

The government of India launched an initiative named 'Make in India' in 2015 that gave way to smartphone makers for producing their smartphones locally. While this development no doubt gives a major incentive to global as well as local smartphone manufacturers, there are many benefits associated with 'making in India' that can add greater value to the entire business chain. One of the most important factors that have traditionally influenced the country's market has been the value-for-money mindset of the Indian consumer. With consumers wanting the best quality of smartphones at the most pocket-friendly prices, manufacturing in India will help OEMs in cutting down their manufacturing costs; not only will India-based manufacturing unlock access to cheaper labour and raw materials, but also elude the need to pay a customs' duty. The surge of smartphones available through online platforms have also given many vendors the upper hand in the smartphone market, as manufacturers like Xiaomi pushed the sale of their smartphones through e-commerce giants like Flipkart, Amazon, Snapdeal etc. With a plethora of smartphone brands popping up each year in India, along with a glut of smartphone variants available for users to choose from, each and every smartphone is fighting a never ending battle, vying for their share in the market pie.

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## [market-outlook-2020](#)

“India Smartphone Market Outlook, 2020” examines the following aspects of smartphones in India:

The report gives an in-depth understanding the smartphone market in India:

- Global Mobile Phone Market Outlook
- Global Smartphone Market Outlook
- Global Smartphone Market Size By Value & Forecast
- Global Smartphone Market Size By Volume & Forecast
- Global Smartphone Market Size By Quarterly Shipments 2014
- Global Smartphone Market Size By Quarterly Shipments 2015
- Global Smartphone Market Size By Quarterly Shipments 2016
- Global Smartphone Market Segmental Analysis: By Company (By Value & By Shipment), By Company Quarterly Shipments, By Region, By Screen Size, By Camera Resolution, By RAM, By ROM
- Global Technical Specification Segmental Analysis: By Screen Size, By Camera Resolution, By RAM, By ROM
- India Mobile Phone Market Outlook
- India Smartphone Market Outlook
- India Smartphone Market Size By Value & Forecast
- India Smartphone Market Size By Volume & Forecast
- India Smartphone Market Size By Quarterly Shipments 2014-15
- India Smartphone Market Size By Quarterly Shipments 2015-16
- India Smartphone Market Size By Quarterly Shipments 2016-17
- India Smartphone Market Segmental Analysis: By Company (By Value & By Shipment), By Company Quarterly Shipments, By Region, By Price Range, By Tier-Wise Penetration
- India Consumer Survey Segmental Analysis: By Technical Specifications, By Age Distribution, By Usage Of Smartphone
- India After Sales Services Outlook
- Competitive Landscape & Strategic Recommendations
- Key vendors in this market Space

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

### Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of smartphones in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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Norah Trent  
wiseguyreports  
+1 646 845 9349 / +44 208 133 9349  
[email us here](#)

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