

India Smartphone Market latest trends, forecast and market analysis

Market Research Report on India Smartphone Market

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Report Sellers has added a new market research report "[Smartphone Market in India 2017](https://www.reportsellers.com/market-research-report/Smartphone-Market-in-India-2017)" to its offerings. The report is an in-depth market study providing accurate market insights including the latest trends, forecast, competitive insights, etc.

Favorable demographics and changing consumer behavior are providing a conducive environment for the growth of mobile devices including smartphones in India. With the increased economic growth, the corporate segments of various verticals are expanding and enhancing their operations further and more and more entrepreneurs are venturing out to create newer business opportunities within the country. Increasing trend of social network usage among the young Indian population for communication and sharing media contents is also driving the growth of the smartphone market in India. Celebrity endorsements from famous personalities along with huge sponsorship campaigns by brands such as Oppo and Gionee have helped improve the perception of Chinese brands among Indian consumers which is aiding the growth of these brands in the Indian market.

While foreign companies have realized the opportunity in India for smartphone devices and have brought in a number of India specific devices, domestic handset companies are targeting to capture the larger market in the country with budget smartphones. In Nov 2016, demonetization had affected the smartphone market at almost all levels including the customer demand and stock movement in the distribution channels across India. However, the premium smartphone segment saw some growth during the weeks following demonetization. New age consumers with improved disposable income and varied needs are quick to adopt smartphone, creating substantial opportunities for smartphone manufacturers in India.

Browse through the complete description and in-depth TOC on "India Smartphone Market" <https://www.reportsellers.com/market-research-report/Smartphone-Market-in-India-2017>

Report Scope:



India Smartphone Market Research Report

- Overview of the global smartphone market and forecasted market size data in terms of unit shipments over 2015 to 2020, along with global smartphones shipment data based on smartphone screen size over 2015 to 2020
- Overview of the smartphone market in India and forecasted market size data in terms of unit shipment over 2015 to 2020
- Market share of top Indian and Chinese smartphone manufacturing companies (2016)
- Market dynamics through major trends prevalent in the market
- Qualitative analysis of the major drivers and challenges affecting the market
- Analysis of the competitive landscape and detailed profiles of major public and private players
- Key recent developments associated with the smartphone market in India
- Detailed description of the “Make in India” initiative by the Government of India and the effect of
- Demonetization on the Indian smartphone market

Reasons to buy:

- Get a broad understanding of the smartphone device business in India, the dynamics of the market and current state of the same
- Strategize marketing, market-entry, market expansion, and other business plans by understanding factors influencing growth in the market
- Be informed regarding the key developments in the field of smartphone devices and the prime opportunity areas
- Understand major competitors? business, market dynamics, and respond accordingly

Companies Mentioned

Private Companies

1. Apple India Pvt. Ltd.
2. Intex Technologies (India) Ltd.
3. Lava International Ltd.
4. Lenovo (India) Pvt. Ltd.
5. Micromax Informatics Ltd.
6. Oppo Mobiles India Pvt. Ltd.
7. Samsung India Electronics Pvt. Ltd.
8. Sony India Pvt. Ltd.
9. Vivo Mobile India Pvt. Ltd.
10. Xiaomi Technology India Pvt. Ltd.

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