

# Smartphone Market worth \$810.93 billion by 2030, growing at a CAGR of 7.23% - Exclusive Report by 360iResearch

*The Global Smartphone Market to grow from USD 463.89 billion in 2022 to USD 810.93 billion by 2030, at a CAGR of 7.23%.*

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EINPresswire.com/ -- The "[Smartphone Market](#) by Component (Hardware, Software), Display Size (4.0" - 5.0", Below 4.0", Up to 6.5"), RAM Size, Operating System, Price Range, Distribution Channel - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



The Global Smartphone Market to grow from USD 463.89 billion in 2022 to USD 810.93 billion by 2030, at a CAGR of 7.23%.

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A smartphone is a highly advanced, hand-held device that merges the capabilities of a mobile phone and a computer. Designed with sophisticated technology, smartphones have become an integral part of modern life, extending far beyond basic telecommunication. They are equipped with multiple features such as a powerful operating system, high-speed data access through Wi-Fi or mobile networks, capacitive high-resolution touchscreens, multiple sensors, and support for downloadable applications. The smartphone market, powered by advances in technology, embraces the design, sale, and usage of technologically advanced mobile devices. Significant market impulsion is attributed to factors such as technological progress, social media popularity, high-speed internet requirements, and e-commerce suitability. However, the market is hampered by certain restraints, including high production expenditure, fluctuating consumer

preferences, sustainability needs, data security anxieties, and the fleeting lifecycle of smartphones. The advent of 5G and IoT technologies, alongside consumer demand for compact and efficient devices, has cultivated substantial growth potential. Enhancing battery longevity, augmenting security infrastructure, exploring potential AR and VR applications, and devising resilient and contemporary designs have been further creating a stronger future landscape for the global smartphone market.

**Component:** Excellent hardware and software integration ensures superior smartphone performance and a seamless user experience

The hardware refers to the physical components that make up a smartphone, which includes the processor, RAM, display, cameras, and battery. Consumers prefer smartphones with high performance, longevity, and quality hardware. The software of a smartphone is the programming that dictates functionality, which mainly includes the operating system (OS) but also encompasses various applications and user interfaces. Functionality, freedom of customization, and security are crucial factors for users when considering software of smartphones.

**Distribution:** Emerging preferences for online sales channels, offering customized offers and convenience

The offline segment revolves around traditional brick-and-mortar retail locations, including dedicated brand outlets, multi-brand stores, and electronics retailers. Moreover, the immediate availability of products through the offline channels caters to urgent purchase requirements. The online segment consists of e-commerce platforms, brand-owned online spaces, and specialized electronics online retailers. These providers cater to tech-savvy consumers, valuing convenience and a wider range of product offerings. The need-based preference for online shopping also lies in the comfort of price comparison and extensive customer reviews at ease, thus aiding informed decisions.

**Display Size:** Growing popularity of 6.5" large screens for immersive viewing experience  
Starting with the 4.0" - 5.0" range, which has long been the standard for many mainstream smartphones, this size remains a popular choice for its balanced blend of portability and function. These phones suit those users seeking to enjoy a comfortable viewing experience while retaining the compact dimensions of the device. Meanwhile, the below 4.0" category represents an increasingly niche segment, where the focus tilts towards ultra-portability. These compact devices are typically preferred by consumers who prioritize usability with a single hand and an unobtrusive presence in their pockets. The smartphones extending up to 6.5" represent the 'phablet', a fusion of phone and tablet trends. These large-display devices are favored by those engaging in heavy multimedia use, gaming, or productivity tasks where a larger screen can offer distinct benefits.

**Operating System:** Higher deployment of Android OS owing to its compatibility with numerous smartphone brands

Android powers a myriad of devices worldwide, developed primarily by Open Handset Alliance

(OHA), led by Google and other companies. Android is an open-source and Linux-based operating system known for its multitude of customization options, compatibility with a range of hardware, and Google Play Store's extensive app library. Apple's proprietary iOS appeal lies in seamless integration across Apple's ecosystem, robust security, and quality-tested App Store. Windows Phone, a product of Microsoft Corporation, is a distant third in the smartphone Operating Systems of smartphones. Known for its seamless integration with Microsoft's suite of services, its key need-based preference lies in its business-friendly attributes.

#### Regional Insights:

In the Americas, the global smartphone market has observed significant growth over the past few years. The U.S., being the biggest market, has showcased a demand surge, especially for higher-end smartphones. The presence of established smartphone manufacturers across the region has further led to technological innovations and growth of the American smartphone market. In the EMEA region, the European smartphone market has grown steadily, emphasizing affordability, technological sophistication, and device longevity. The well-established semiconductor industry across European countries, coupled with government initiatives for the electronic sector, has propelled the expansion of the market in the region. However, the Middle East and Africa recorded marginal gains primarily driven by affordable smartphone segments. Resilience in economic recovery post-pandemic and supportive policies have also played a fundamental role in the growth of the market. The APAC region represents a promising picture for the smartphone market, driven mainly by the increasing internet penetration and the rapid shift from feature phones to smartphones. Moreover, affordable pricing, coupled with improving digital infrastructure and an expanding middle-class population, has propelled the smartphone revolution in countries including India and China.

#### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Smartphone Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

#### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Smartphone Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

#### Key Company Profiles:

The report delves into recent significant developments in the Smartphone Market, highlighting leading vendors and their innovative profiles. These include Acer Inc., AOC Phones, Apple Inc., ARCHOS Group, AsusTek Computer Inc., BBK Electronics Corporation, Black Shark, BlackBerry Ltd, BLU Products, Google LLC by Alphabet Inc., Honor Device Co., Ltd., Huawei Technologies Co. Ltd., Intex Technologies, Karbonn Mobiles, Lenovo Group Limited, Micromax Informatics Limited, NEC Corporation, Nokia Corporation, Priyanka Communications India Private Limited, Reliance Industries Limited, Samsung Electronics Co., Ltd., Sony Corporation, TCL Technology, Xiaomi Corporation, and ZTE Corporation.

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Market Segmentation & Coverage:

This research report categorizes the Smartphone Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Component, market is studied across Hardware and Software. The Hardware is projected to witness significant market share during forecast period.

Based on Display Size, market is studied across 4.0" - 5.0", Below 4.0", and Up to 6.5". The Below 4.0" is projected to witness significant market share during forecast period.

Based on RAM Size, market is studied across 2GB - 4GB, Below 2GB, and Up to 8 GB. The Up to 8 GB is projected to witness significant market share during forecast period.

Based on Operating System, market is studied across Android, iOS, and Windows. The iOS is projected to witness significant market share during forecast period.

Based on Price Range, market is studied across Budgeted Phones, Mid-Range Phones, and Premium. The Premium is projected to witness significant market share during forecast period.

Based on Distribution Channel, market is studied across Offline and Online. The Online is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France,

Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Asia-Pacific commanded largest market share of 38.45% in 2022, followed by Americas.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Smartphone Market, by Component
7. Smartphone Market, by Display Size
8. Smartphone Market, by RAM Size
9. Smartphone Market, by Operating System
10. Smartphone Market, by Price Range
11. Smartphone Market, by Distribution Channel
12. Americas Smartphone Market
13. Asia-Pacific Smartphone Market
14. Europe, Middle East & Africa Smartphone Market
15. Competitive Landscape
16. Competitive Portfolio
17. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Smartphone Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Smartphone Market?
3. What is the competitive strategic window for opportunities in the Smartphone Market?
4. What are the technology trends and regulatory frameworks in the Smartphone Market?

5. What is the market share of the leading vendors in the Smartphone Market?
6. What modes and strategic moves are considered suitable for entering the Smartphone Market?

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