

Mobile Handset Protection Market Set to Reach USD 25.3B by 2035 as Users Prioritize Security and Coverage

Mobile handset protection market grows steadily as consumers seek enhanced security, repair coverage, and extended warranties for their devices.

NEWARK, DE, UNITED STATES, May 23, 2025 /EINPresswire.com/ -- The [mobile handset protection market](#) is projected to grow significantly from USD 7.5 billion in 2025 to an estimated USD 25.3 billion by 2035, registering a robust compound annual growth rate (CAGR) of 11.9% during the forecast period. This rapid expansion is primarily driven by the surging value of

smartphones and increased consumer dependence on mobile devices for communication, work, finance, and entertainment. As mobile devices become more expensive and technologically advanced, the demand for comprehensive protection solutions such as extended warranties, accidental damage coverage, theft protection, and even cybersecurity is rising substantially. Both



Mobile Handsets Protection Market

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In a world where smartphones are essential, users are increasingly investing in protection plans to safeguard both their devices and their peace of mind.”

Sudip Saha

individual users and enterprise customers are increasingly recognizing the value of protecting their investments, contributing to the strong upward trend in the mobile handset protection industry.

The shift toward premium smartphones and the integration of sophisticated hardware such as foldable displays, high-end processors, and advanced camera modules have significantly raised the repair and replacement costs for devices. In response, consumers are opting for handset protection plans that provide financial

coverage and convenience in the event of damage, loss, or malfunction. Moreover, enterprises managing a large fleet of mobile devices are adopting customized handset protection policies to

minimize operational downtime and manage risk. The market is also seeing rising participation from mobile network operators, device manufacturers, third-party insurers, and online retail platforms, all of whom are offering bundled protection plans and value-added services to attract and retain customers. These developments are reinforcing mobile handset protection as a vital ancillary service in the global telecommunications and consumer electronics ecosystems.

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Key Takeaways for the Mobile Handset Protection Market

The mobile handset protection market is witnessing rapid growth driven by increasing smartphone prices, consumer dependence on mobile technology, and heightened awareness of risk mitigation. As smartphones evolve into essential digital tools, users are demanding multi-layered protection services that go beyond physical damage to include data protection, cloud backup, and cybersecurity. Enterprises are also fueling growth as they seek scalable, device-level insurance solutions to support remote workforces and digital mobility strategies. Simultaneously, the expanding middle class in developing economies is contributing to the adoption of budget-friendly protection plans as mobile penetration deepens.

Emerging Trends in the Global Market

Several major trends are shaping the mobile handset protection market. A prominent trend is the integration of digital platforms and apps that allow users to purchase, manage, and claim handset protection services seamlessly. These platforms offer self-service capabilities, automated claim approvals, and real-time device diagnostics. Another key trend is the bundling of mobile handset protection with mobile phone sales, subscriptions, and upgrade programs, particularly by telecom operators and retailers. Additionally, the emergence of AI-powered claim management systems is streamlining customer experiences by reducing processing time and enhancing fraud detection. Cyber protection for smartphones, particularly against malware, data theft, and phishing attacks, is emerging as a critical add-on to traditional handset insurance, reflecting the increasing convergence of physical and digital security in this market.

Significant Developments in the Global Sector: Trends and Opportunities in the Market

The global handset protection industry is undergoing transformation as traditional insurance providers partner with mobile carriers, OEMs, and fintech startups to deliver more integrated and personalized services. One significant opportunity lies in emerging markets where smartphone adoption is rising rapidly but awareness of protection plans remains low. Market players are tapping into this potential through localized offerings and micro-insurance models tailored to budget-conscious consumers. In developed markets, there is a trend toward subscription-based protection services that offer flexibility and additional perks such as device upgrades, instant replacements, and tech support. Manufacturers are also beginning to

incorporate native protection features within devices, including diagnostics tools and direct service links, to enhance customer loyalty and post-sale engagement.

Recent Developments in the Market

Recent years have seen a flurry of product innovations and strategic collaborations aimed at enhancing mobile handset protection services. Insurance providers and tech companies are increasingly leveraging blockchain and smart contracts to ensure transparency and trust in claim processes. Many OEMs have expanded their protection programs globally, offering same-day repair services, doorstep pickup, and instant claim resolution via mobile apps. Telecom companies have begun integrating protection plans into their monthly service contracts, boosting customer retention and creating new revenue streams. Additionally, the growing importance of sustainable practices has led to the introduction of eco-friendly handset replacement programs that recycle damaged devices as part of the protection service.

Detailed Market Study: Full Report and Analysis

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Competition Outlook

The mobile handset protection market is characterized by intense competition among a diverse mix of global insurance firms, mobile carriers, device manufacturers, and digital service providers. These players are competing on the basis of pricing, claim processing efficiency, customer service, geographic coverage, and value-added features. As the market matures, innovation in customer experience, personalization, and digital enablement will determine competitive success.

Key players

Key players operating in the global mobile handset protection market include Asurion LLC, Apple Inc. (AppleCare), Samsung Electronics Co. Ltd. (Samsung Care+), AIG (American International Group), Brightstar Corporation, Allianz Global Assistance, Worth Ave Group, AmTrust Financial Services Inc., Servify, and SquareTrade (an Allstate company). These companies offer a range of protection services, from extended warranties and screen repair coverage to theft insurance and device replacement programs, often through partnerships with carriers and retailers.

Key Segmentations

The mobile handset protection market can be segmented by type of protection, distribution channel, end user, device type, and geography. Based on protection type, the market includes extended warranty, accidental damage protection, theft protection, and cyber protection. Distribution channels include mobile network operators, OEMs, retailers, and online platforms. End users are segmented into individual consumers and enterprises, each with distinct coverage

needs and preferences. Device types primarily include smartphones, feature phones, and tablets, with smartphones accounting for the majority of the demand. Geographically, North America remains the leading market due to high smartphone penetration and consumer awareness, followed by Europe and the fast-growing Asia-Pacific region, where urbanization, digitalization, and mobile affordability are driving increased adoption of handset protection solutions.

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