

The Global Mobile Phone Industry: the Market

Market Analysis – 2017-2023 Trends – Corporate Strategies

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Exclusive extracts from this 119-page-long report:

- What is the business?

This report focuses on the mobile phone market, a sub-segment of the telecommunications industry. Mobile phone manufacturers design and distribute mobile devices, such as feature phones, smartphones and related wearables (smartwatches), and tablets, while largely relying on component suppliers and contract manufacturing companies for their various production stages. Although smartphones have existed since the mid-90s, worldwide mass adoption only started with the introduction of the first full touchscreen smartphones employing the iOS (Apple) or Android (Google) operating systems. [...]

- What are the main markets?

With high smartphone penetration rates slowing demand growth in mature markets, mobile device companies are pinning their hopes for expansion on emerging markets. However, premium smartphones remain unaffordable for the majority of people in developing economies such as India, Indonesia, Brazil, Africa and the Middle East, where smartphone penetration rates remain comparatively low. [...]

- Who are the key players?

Consolidation in the mobile phone market is quite high but has decreased in recent years. While the top five mobile phone makers encompassed 55.8% of smartphone unit shipments in 2012, their share of the market fell to 54.4% in 2016. The top smartphone brands in 2016 were Samsung, Apple, Huawei, Oppo and Vivo. Oppo and Vivo both belong to BKK of China, a new entrant in the industry. In a short period of time, BKK has overtaken more established players in certain countries, such as Huawei in Thailand, Samsung in China, etc., by taking advantage of large consumer markets, strong demand, and a cheap labour force [...]

- How intense is competition?

Rivalry in the mobile device market is fierce across all market tiers. Feature phones are commoditised products that yield low profit margins and are only marketed in some developing countries. Smartphones are much more lucrative but, as a result of growing market maturity; limited possibilities for differentiation in hardware and, increasingly, software; as well as the global expansion of new entrants through the marketing of affordable smartphones, players are left to aggressively compete primarily on price. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

Petra Frent
Analyst, Xerfi Global

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