

Leading Players of the Global Mobile Phone Industry

Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

Publication date: April 2017

Exclusive extracts from this 71-page-long report:

- **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. [...]

Groups analysed in this report include: **Apple, Samsung, Microsoft, Huawei, Sony, LG Electronics, Lenovo, TCL Corporation, Asus and HTC.**

- **What are the players' strategies?**

Samsung seeks to differentiate from competitors by combining technology (most of its smartphone components are produced in-house) and functionality with a wide range of content and apps. The group continues to invest in IoT, AI (artificial intelligence) and mobile payments. For example, it acquired Viv Labs, the developer of an AI platform for voice recognition, which it plans to implement across all devices, and Joyent, a cloud-computing specialist, whose capabilities are set to "enhance smartphone user experience". [...]

- **What are the players' key growth and profitability drivers?**

The iPhone remained Apple's star product, followed by tablets, and Mac computers. iPhone sales decreased 12% year on year in 2016, resulting in an 8% drop in consolidated sales. This marks the company's first revenue contraction in years. Geography-wise, Japan has continued to post the strongest appetite for Apple products and services (+8% yoy in 2016). Conversely, yoy sales in China slipped 17% in 2016. [...]

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.

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