

Global Smartphones Market Report and Forecast 2023-2028

Market Report | 2023-08-25 | 151 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

Report description:

Global Smartphones Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global smartphones market reached a volume of USD 1277.70 million units in 2022. Aided by the technological advancements and an ever-growing dependency on digital tools for both professional and personal use, the market is projected to further grow at a CAGR of 4.91% between 2023 and 2028 to reach a volume of USD 1680.62 million units by 2028.

Smartphones have transitioned from being mere communication devices to pivotal personal companions that aid in various daily tasks. Encompassing functionalities such as high-resolution cameras, robust application ecosystems, and lightning-fast processors, these devices facilitate operations ranging from content creation and consumption to advanced computational tasks. Their importance is accentuated by their role in enabling social connections, business communications, entertainment, and even health monitoring.

One of the principal factors steering the global smartphone market growth is the rapid innovation in device features and capabilities. With technological giants pushing boundaries, newer models now offer superior camera systems, prolonged battery life, enhanced storage capacities, and even augmented and virtual reality experiences. The introduction of 5G technology, promising unprecedented download and upload speeds, further invigorates the market dynamics.

Moreover, the shifting consumer behaviour, gravitating towards digital platforms for shopping, entertainment, education, and remote work, has amplified smartphone adoption rates. The current generation's penchant for on-the-go digital access, alongside the proliferation of social media platforms and the increasing prevalence of digital payment systems, has solidified the position of smartphones as indispensable modern tools.

Simultaneously, the broadening application spectrum of smartphones is a crucial smartphone market trend. Health monitoring, for instance, is an emerging segment, with modern devices equipped with sensors and applications that can track vital statistics, encouraging users to adopt healthier lifestyles. Similarly, the integration of AI and ML into smartphone systems enables personalized user experiences, enhancing device efficiency and task automation.

Yet, the horizon presents myriad opportunities. Foldable smartphones, while still in nascent stages, hint at a potential revolution in device design and functionality. Simultaneously, advancements in battery technology aim to deliver devices that can last multiple

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

days on a single charge. The integration of IoT, where smartphones act as control hubs for other connected devices, from home appliances to vehicles, indicates a future where these devices become even more integral to daily life, thus boosting the smartphone market share.

Market Segmentation

The market can be divided based on operating system, distribution channel, and region.

Market Breakup by Operating System

- Android
- iOS

Market Breakup by Distribution Channel

- OEMs Stores
- Retailers
- Online
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global smartphones market. Some of the major players explored in the report by Expert Market Research are as follows:

- Samsung Electronics Co., Ltd.
- Apple Inc.
- Huawei Device Co., Ltd.
- Xiaomi Group
- Vivo Mobile Communication Co., Ltd.
- LG Electronics
- Sony Corporation
- Oppo
- Motorola Mobility LLC
- HTC Corporation
- Others

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analyses provide the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and fortify your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Smartphones Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Smartphones Historical Market (2018-2022)
 - 8.3 Global Smartphones Market Forecast (2023-2028)
 - 8.4 Global Smartphones Market by Operating System
 - 8.4.1 Android
 - 8.4.1.1 Market Share
 - 8.4.1.2 Historical Trend (2018-2022)
 - 8.4.1.3 Forecast Trend (2023-2028)
 - 8.4.2 iOS
 - 8.4.2.1 Market Share
 - 8.4.2.2 Historical Trend (2018-2022)
 - 8.4.2.3 Forecast Trend (2023-2028)
 - 8.4.3 Others
 - 8.5 Global Smartphones Market by Distribution Channels
 - 8.5.1 OEMs Stores
 - 8.5.1.1 Market Share
 - 8.5.1.2 Historical Trend (2018-2022)
 - 8.5.1.3 Forecast Trend (2023-2028)
 - 8.5.2 Retailers
 - 8.5.2.1 Market Share
 - 8.5.2.2 Historical Trend (2018-2022)
 - 8.5.2.3 Forecast Trend (2023-2028)
 - 8.5.3 Online
 - 8.5.3.1 Market Share
 - 8.5.3.2 Historical Trend (2018-2022)
 - 8.5.3.3 Forecast Trend (2023-2028)
 - 8.5.4 Others
 - 8.6 Global Smartphones Market by Region

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.6.1 North America
 - 8.6.1.1 Market Share
 - 8.6.1.2 Historical Trend (2018-2022)
 - 8.6.1.3 Forecast Trend (2023-2028)
- 8.6.2 Europe
 - 8.6.2.1 Market Share
 - 8.6.2.2 Historical Trend (2018-2022)
 - 8.6.2.3 Forecast Trend (2023-2028)
- 8.6.3 Asia Pacific
 - 8.6.3.1 Market Share
 - 8.6.3.2 Historical Trend (2018-2022)
 - 8.6.3.3 Forecast Trend (2023-2028)
- 8.6.4 Latin America
 - 8.6.4.1 Market Share
 - 8.6.4.2 Historical Trend (2018-2022)
 - 8.6.4.3 Forecast Trend (2023-2028)
- 8.6.5 Middle East and Africa
 - 8.6.5.1 Market Share
 - 8.6.5.2 Historical Trend (2018-2022)
 - 8.6.5.3 Forecast Trend (2023-2028)
- 9 North America Smartphones Market Analysis
 - 9.1 United States of America
 - 9.1.1 Market Share
 - 9.1.2 Historical Trend (2018-2022)
 - 9.1.3 Forecast Trend (2023-2028)
 - 9.2 Canada
 - 9.2.1 Market Share
 - 9.2.2 Historical Trend (2018-2022)
 - 9.2.3 Forecast Trend (2023-2028)
- 10 Europe Smartphones Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Market Share
 - 10.1.2 Historical Trend (2018-2022)
 - 10.1.3 Forecast Trend (2023-2028)
 - 10.2 Germany
 - 10.2.1 Market Share
 - 10.2.2 Historical Trend (2018-2022)
 - 10.2.3 Forecast Trend (2023-2028)
 - 10.3 France
 - 10.3.1 Market Share
 - 10.3.2 Historical Trend (2018-2022)
 - 10.3.3 Forecast Trend (2023-2028)
 - 10.4 Italy
 - 10.4.1 Market Share
 - 10.4.2 Historical Trend (2018-2022)
 - 10.4.3 Forecast Trend (2023-2028)
 - 10.5 Others

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11 Asia Pacific Smartphones Market Analysis
 - 11.1 China
 - 11.1.1 Market Share
 - 11.1.2 Historical Trend (2018-2022)
 - 11.1.3 Forecast Trend (2023-2028)
 - 11.2 Japan
 - 11.2.1 Market Share
 - 11.2.2 Historical Trend (2018-2022)
 - 11.2.3 Forecast Trend (2023-2028)
 - 11.3 India
 - 11.3.1 Market Share
 - 11.3.2 Historical Trend (2018-2022)
 - 11.3.3 Forecast Trend (2023-2028)
 - 11.4 ASEAN
 - 11.4.1 Market Share
 - 11.4.2 Historical Trend (2018-2022)
 - 11.4.3 Forecast Trend (2023-2028)
 - 11.5 Australia
 - 11.5.1 Market Share
 - 11.5.2 Historical Trend (2018-2022)
 - 11.5.3 Forecast Trend (2023-2028)
 - 11.6 Others
- 12 Latin America Smartphones Market Analysis
 - 12.1 Brazil
 - 12.1.1 Market Share
 - 12.1.2 Historical Trend (2018-2022)
 - 12.1.3 Forecast Trend (2023-2028)
 - 12.2 Argentina
 - 12.2.1 Market Share
 - 12.2.2 Historical Trend (2018-2022)
 - 12.2.3 Forecast Trend (2023-2028)
 - 12.3 Mexico
 - 12.3.1 Market Share
 - 12.3.2 Historical Trend (2018-2022)
 - 12.3.3 Forecast Trend (2023-2028)
 - 12.4 Others
- 13 Middle East and Africa Smartphones Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Market Share
 - 13.1.2 Historical Trend (2018-2022)
 - 13.1.3 Forecast Trend (2023-2028)
 - 13.2 United Arab Emirates
 - 13.2.1 Market Share
 - 13.2.2 Historical Trend (2018-2022)
 - 13.2.3 Forecast Trend (2023-2028)
 - 13.3 Nigeria
 - 13.3.1 Market Share

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 13.3.2 Historical Trend (2018-2022)
- 13.3.3 Forecast Trend (2023-2028)
- 13.4 South Africa
 - 13.4.1 Market Share
 - 13.4.2 Historical Trend (2018-2022)
 - 13.4.3 Forecast Trend (2023-2028)
- 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Samsung Electronics Co., Ltd.
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Apple Inc.
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Huawei Device Co., Ltd.
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Xiaomi Group
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Vivo Mobile Communication Co., Ltd.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 LG Electronics
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Sony Corporation
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
 - 15.2.8 Oppo
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
 - 15.2.9 Motorola Mobility LLC
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
 - 15.2.10 HTC Corporation
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
 - 15.2.11 Others
- 16 Key Trends and Developments in the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Global Smartphones Market Report and Forecast 2023-2028

Market Report | 2023-08-25 | 151 pages | EMR Inc.

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com