

Smartphone Market Report by Operating System (Android, iOS, and Others), Display Technology (LCD Technology, OLED Technology), RAM Capacity (Below 4GB, 4GB - 8GB, Over 8GB), Price Range (Ultra-Low-End (Less Than \$100), Low-End (\$100-<\$200), Mid-Range (\$200-<\$400), Mid- to High-End (\$400-<\$600), High-End (\$600-<\$800), Premium (\$800-<\$1000) and Ultra-Premium (\$1000 and Above)), Distribution Channel (OEMs, Online Stores, Retailers), and Region 2024-2032

Market Report | 2024-04-08 | 135 pages | IMARC Group

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Report description:

The global smartphone market size reached 1,468.4 Million Units in 2023. Looking forward, IMARC Group expects the market to reach 1,968.7 Million Units by 2032, exhibiting a growth rate (CAGR) of 3.2% during 2024-2032. The increasing internet penetration, rising digitization, various technological advancements, the widespread adoption of fifth-generation (5G) networks, and escalating demand for multimedia and gaming are some of the major factors propelling the market.

Smartphone is a mobile device that combines the functionality of a traditional mobile phone with advanced computing capabilities, internet connectivity, and a variety of features and applications. It is designed to be portable and convenient, allowing users to carry out a wide range of tasks on the go. It offers communication features such as voice calls, text messaging, and video calling. They have a touchscreen interface for user interaction, supported by software applications that can be downloaded and installed to extend the device's functionality. In addition, they can serve as personal digital assistants, providing access to calendars, contacts, notes, and reminders. They are also employed for entertainment purposes, such as playing games, listening to music, watching videos, and taking photos or videos with built-in cameras. As a result, they are gaining immense traction across the globe.

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The market is primarily driven by the rising demand for wireless handheld devices. In addition, the increasing internet penetration and the widespread product adoption due to their enhanced convenience, security, various calling features, and easy access to the internet are influencing the market growth. Also, consumers are increasingly favoring smart devices that provide easy accessibility, advanced features, web browsing capabilities, numerous applications, and instant online ordering, which contributes to the market's expansion. Furthermore, ongoing product innovations, such as the introduction of high-resolution sensors in miniaturized cameras and improvements in battery life and reliability, are driving the market forward. Besides this, the increasing consumer demand for contactless payments is also fueling market growth. These phones eliminate the need for card swiping and manual entry, reducing human errors and creating a smoother checkout experience. Other factors, including the growing working population, expanding internet penetration, and rising consumer spending power, are further propelling the market growth.

Smartphone Market Trends/Drivers:

The increasing internet penetration

The rising internet penetration is driving the market. Additionally, individuals are gaining access to the internet, and mobile phones are becoming indispensable tools for connectivity and online activities influencing market growth. From social media engagement to e-commerce, content streaming, and communication apps, smartphones provide convenient and on-the-go access to several online services. Besides this, the widespread product adoption among consumers for the convenience of being connected is accelerating market growth, particularly in emerging markets. As a result, leading manufacturers target these growing markets, offering affordable devices with internet capabilities to cater to the expanding consumer base seeking online connectivity.

Several technological advancements

Manufacturers are constantly pushing the boundaries of innovation, introducing new features and improvements that captivate consumers. In addition, the incorporation of advanced camera systems with multiple lenses, high-resolution displays, faster processors, and expanded storage capabilities are influencing the market growth. Additionally, the integration of advanced technologies such as fifth-generation (5G) connectivity, augmented reality (AR), and artificial intelligence (AI) is transforming the mobile phone experience and propelling market growth. As a result, the market continues to thrive as manufacturers strive to outdo one another in terms of technological advancements, offering increasingly powerful and feature-rich devices.

The growing product availability on e-commerce platforms

The easy availability of smartphones on e-commerce platforms providing consumers with several options and convenience is influencing the market growth. In addition, the growing online marketplaces have allowed consumers to access a vast selection of mobile brands, models, and variants that may not be readily available in local retail stores. Also, e-commerce platforms enable customers to compare prices, read reviews, and make informed decisions based on their preferences and budget propelling the market growth. The hassle-free returns and exchange policies offered by e-commerce platforms also provide a sense of security to consumers. Moreover, the ease of online shopping and doorstep delivery has contributed to the increasing popularity of purchasing mobile phones through e-commerce. Furthermore, e-commerce platforms often offer attractive deals, discounts, and exclusive offers on smartphones, making them more appealing to price-conscious shoppers. This, coupled with the convenience of online payment options and the availability of financing or instalment plans, has further fuelled the growth of product sales through e-commerce channels.

Smartphone Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global smartphone market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on the operating system,

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display technology, ram capacity, price range and distribution channel.

Breakup by Operating System:

Android
iOS
Others

Android dominates the market

The report has provided a detailed breakup and analysis of the market based on the operating system. This includes Android, iOS, and others. According to the report, android represented the largest segment.

The growing popularity of Android due to its easy availability, and cost-effectiveness are influencing the market growth. Android offers a diverse range of devices across different price points, catering to a wide spectrum of consumers. As an open-source operating system developed by Google, Android is licensed to various manufacturers, allowing them to customize and integrate it into their devices. Moreover, Android benefits from a vast ecosystem of applications through the google play Store. This extensive app library provides users with several choices for various purposes, from productivity tools to entertainment and gaming applications, free of cost which represents another major growth-inducing factor. Furthermore, Android's compatibility with a variety of hardware configurations has attracted numerous manufacturers, leading to a proliferation of Android-based devices in the market.

Breakup by Display Technology:

LCD Technology
OLED Technology

LCD technology represents the leading segment

The report has provided a detailed breakup and analysis of the market based on the operating system. This includes LCD technology and OLED technology. According to the report, LCD technology represented the largest segment.

LCD screens are widely used in smartphones due to their affordability, versatility, and established manufacturing infrastructure influencing the market growth. LCD technology utilizes liquid crystals to control the passage of light, resulting in vibrant and high-quality display visuals. Moreover, it offers excellent color reproduction and visibility, ensuring a satisfying user experience. The screens are bright, allowing for clear viewing even in various lighting conditions. Additionally, LCD displays have evolved over time, with advancements such as in-plane switching (IPS) technology improving viewing angles and reducing motion blur propelling the market growth. Furthermore, organic light-emitting diode (OLED) have gained popularity in recent years for their deeper blacks and energy efficiency, LCD remains dominant due to its affordability and reliability.

Breakup by RAM Capacity:

Below 4GB
4GB - 8GB
Over 8GB

The report has provided a detailed breakup and analysis of the market based on ram capacity. This includes below 4 GB, 4 GB ? 8

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GB, and over 8 GB.

The 4 GB RAM caters to budget-conscious consumers or those with basic usage requirements. These devices offer smooth performance for everyday tasks such as web browsing, social media, and light gaming. Moreover, the 4 GB - 8 GB RAM segment encompasses smartphones that offer a balance between performance and affordability, suitable for multitasking, running demanding applications, and handling moderate gaming that appeals to various consumers seeking a good balance of price and performance representing another major growth-inducing factor.

Besides this, the escalating demand for over 8 GB RAM among power users, gamers, and professionals requiring high-performance devices is propelling the market growth. They offer seamless multitasking, faster app loading, and enhanced gaming experiences, equipped with powerful processors and ample RAM to handle intensive tasks such as video editing, graphics-intensive gaming, and running multiple resource-demanding applications simultaneously augmenting the market growth.

Breakup by Price Range:

Ultra-Low-End (Less Than \$100)

Low-End (\$100-<\$200)

Mid-Range (\$200-<\$400)

Mid- to High-End (\$400-<\$600)

High-End (\$600-<\$800)

Premium (\$800-<\$1000) and Ultra-Premium (\$1000 and Above)

The report has provided a detailed breakup and analysis of the market based on ram capacity. This includes ultra-low-end (less than \$100), low-end (\$100-<\$200), mid-range (\$200-<\$400), mid- to high-end (\$400-<\$600), high-end (\$600-<\$800) and premium (\$800-<\$1000) and ultra-premium (\$1000 and above).

Ultra-low-end (less than \$100) includes entry-level smartphones with basic features and limited capabilities often targeted at price-sensitive consumers or emerging markets influencing the market growth. In addition, the low-end (\$100-<\$200) smartphones offer slightly better specifications and features compared to the ultra-low-end. They may have improved camera capabilities, larger displays, and more storage capacity augmenting the market growth. Moreover, the mid-range (\$200-<\$400) covers smartphones with a balance between price and features that provide decent performance, better cameras, larger screens, and enhanced storage options representing another major growth-inducing factor.

Besides this, mid- to high-end (\$400-<\$600) smartphones in this range provide advanced features, improved performance, and better build quality often available with higher-resolution displays, more powerful processors, and enhanced camera systems. Along with this, high-end (\$600-<\$800) includes flagship devices from renowned manufacturers. They boast top-of-the-line specifications, advanced camera technologies, premium design elements, and advanced features. Furthermore, the Premium (\$800-<\$1000) and Ultra-premium (\$1000 and above) represent luxury phones that offer the highest level of performance, innovative features, exceptional camera capabilities, and premium design materials targeting tech enthusiasts, professionals, and those who prioritize exclusivity and top-tier specifications accelerating the market growth.

Breakup by Distribution Channel:

OEMs

Online Stores

Retailers

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The report has provided a detailed breakup and analysis of the market based on ram capacity. This includes OEMs, online stores, and retailers.

Original equipment manufacturers (OEMs) refer to the manufacturers themselves, who often sell their smartphones directly through their official websites or physical stores. In addition, online stores, such as e-commerce platforms are essential in sales, providing numerous brands and models to consumers thereby influencing the market growth. Moreover, retailers, such as brick-and-mortar stores and mobile phone carriers, also contribute to smart mobile phones distribution, offering a physical presence and personalized customer service representing another major growth-inducing factor.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report Asia Pacific holds the largest market for smartphones.

Asia Pacific's dominance in the market can be attributed to the rapid urbanization and growing population in countries such as China and India are escalating the demand for smart mobile phones. In addition, the rising disposable incomes in many Asian countries are influencing the market growth. As individuals in these emerging economies strive for better connectivity, improved lifestyles, and access to digital services resulting in the accelerated product adoption rate. Besides this, technological

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advancements and the presence of major manufacturers in the Asia Pacific have contributed to its market dominance. Countries such as China and South Korea are home to leading brands, which benefit from local manufacturing capabilities, research and development (R&D) facilities, and supply chain advantages. Furthermore, the increasing penetration of fourth-generation (4G) and fifth-generation (5G) networks across the region has further accelerated product adoption. Along with this, the easy availability of high-speed internet connectivity has propelled the product demand, enabling users to access advanced features, multimedia content, and online services seamlessly.

Competitive Landscape:

Nowadays, key players in the market employ various strategies to strengthen their position and remain competitive. They are investing in research and development (R&D) to introduce innovative features and technologies influencing market growth. They are also focusing on advancements such as improved camera capabilities, faster processors, longer battery life, and enhanced user experiences to attract consumers and differentiate themselves from competitors. Moreover, key players are investing in marketing and branding activities to create brand awareness, build brand loyalty, and maintain a strong market presence. They engage in advertising campaigns, endorsements by celebrities, sponsorships, and strategic partnerships to increase visibility and attract consumers. Furthermore, manufacturers are focusing on expanding their distribution networks to reach a larger customer base including partnerships with telecom operators, collaborations with retailers, and strengthening their online presence through e-commerce platforms propelling the market growth.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Apple Inc.
HTC Corporation
Huawei Technologies Co. Ltd. (Huawei Investment & Holding Co. Ltd.)
Lava International
Lenovo Group Limited
Nokia Corporation
Realme Chongqing Mobile Telecommunications Corp. Ltd. (BBK Electronics Corporation)
Samsung Electronics Co. Ltd.
Sony Corporation
TCL Technology
Xiaomi Corporation
ZTE Corporation

Recent Developments:

In August 2021, Samsung launched the ?Galaxy Z Flip3 5G? and ?Galaxy Z Fold3 5G?, the innovative foldable mobile phone with iconic designs, both devices are built with flagship innovation, providing a unique user experience to play, work, and watch.

In September 2019, Huawei Device Co., Ltd. in Munich released new smartphone series, ?HUAWEI Mate 30? featuring a top Kirin 990 5G SoC, super sensing cone camera, quad-camera system with a futuristic halo ring design.

In September 2022, Apple released the iPhone 14 and iPhone 14 Plus, which are available in two sizes, 6.1 and 6.7 inches, and have a smart design, camera enhancements, and game-changing new safety features with a robust camera system that includes the main and front TrueDepth cameras, the Ultra-Wide camera for unusual views, and the Photonic engine, an upgraded picture pipeline, creating images and video with significant quality with the iPhone 14 and iPhone 14 Plus.

Key Questions Answered in This Report

1. What was the size of the global smartphone market in 2023?

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2. What is the expected growth rate of the global smartphone market during 2024-2032?
3. What are the key factors driving the global smartphone market?
4. What has been the impact of COVID-19 on the global smartphone market?
5. What is the breakup of the global smartphone market based on the operating system?
6. What is the breakup of the global smartphone market based on the display technology?
7. What are the key regions in the global smartphone market?
8. Who are the key players/companies in the global smartphone market?

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