

## **Middle East & Africa Smartphone Market Research Report Forecast till 2032**

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### **Report description:**

Middle East & Africa Smartphone Market Research Report Forecast till 2032

#### Market Overview

The Middle East and North Africa (MENA) is a worldwide leader in 5G adoption, driven by operators' ambitious rollout plans, enabling policies, and customer demand for new services. In the GCC states, 5G networks now cover 75% or more of the population. Operators are focusing on improving coverage in less densely populated areas and increasing investment to support use cases enabled by 5G standalone and 5G-Advanced technologies. Already demonstrating its ability to significantly boost GDP development, 5G connection is predicted to add just under \$60 billion to the MENA GDP in 2030-or 13% of the region's yearly mobile economic effect. In addition to its GDP contribution, the mobile ecosystem supports approximately 800,000 employment (directly and indirectly) and contributes significantly to public sector financing, with taxes expected to raise USD 20 billion by 2022.

The Middle East & Africa smartphone market is witnessing growth due to increasing use of mobile internet, decreasing costs of manufacturing and digitalization of services which is collectively driving the market growth. However, slower uptake in developed countries, privacy and security concern and issue with respect to health is expected to hamper market growth. Though with the integration of advancing technology such as AI, ML and use of AR & VR in the market is expected to witness immense growth opportunities and create positive growth sphere for the market players.

#### Market Segmentation

Based on operating system (OS), the Smartphone market is bifurcated into android and iOS.

Based on pricing, the Smartphone market is bifurcated into low-end smartphones, mid-range smartphones, and high-end smartphones.

Based on RAM, the Smartphone market is bifurcated into 1-4 GB, 6-8 GB, 12 GB, and above 12 GB.

Based on ROM, the Smartphone market is bifurcated into 32 GB, 64 GB, 128 GB, and above 256 GB.

Based on display type, the Smartphone market is bifurcated into LCD panels, AMOLED panels, OLED panels, and others.

Based on screen resolution, the Smartphone market is bifurcated into 1080x1920, 750x1334, 1440x2960, and others.

Based on battery capacity, the Smartphone market is bifurcated into less than 4,000 mAh, 4,000-5,000 mAh, and above 5,000 mAh.

Based on sales channel, the Smartphone market is bifurcated into offline and online.

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By region, the Smartphone market has been segmented into the following regions Middle East and Africa.

#### Major Players

These include Samsung Electronics Co. Ltd., Apple Inc., Transsion Google LLC, Xiaomi Corporation, OPPO Mobile Telecommunications Corp., Ltd., Vivo Communication Technology Co. Ltd., OnePlus Technology Co. Ltd. ,Realme Mobile Telecommunications , Lenovo Group Limited (Including Motorola), Huawei Technologies Co. Ltd., Alcatel Mobile, Nokia Corporation, Asus, Meizu Technology Co., Ltd. ,HTC Corporation , Sony Corporation, ZTE Corporation.

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