

Middle East & Africa Smartphone Market Research Report Forecast till 2032

Market Report | 2024-04-30 | 315 pages | Market Research Future

AVAILABLE LICENSES:

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

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.

Scotts International, EU Vat number: PL 6772247784

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.

Table of Contents:

TABLE OF CONTENTS

1 EXECUTIVE SUMMARY 31

2 MARKET INTRODUCTION 34

- 2.1□DEFINITION□34
- 2.2 SCOPE OF THE STUDY 34
- 2.3 RESEARCH OBJECTIVE 34
- 2.4□MARKET STRUCTURE□35
- 3 RESEARCH METHODOLOGY 36
- 4∏MARKET DYNAMICS∏42
- 4.1□INTRODUCTION□42
- 4.2 DRIVERS 43
- 4.2.1∏INCREASING USE OF MOBILE INTERNET∏43
- 4.2.2 DECREASING COST OF MANUFACTURING 44
- 4.2.3 DIGITALIZATION OF SERVICES 44
- 4.3 RESTRAINTS 45
- 4.3.1 SLOWER UPTAKE IN DEVELOPING COUNTRIES 45
- 4.3.2 PRIVACY AND SECURITY CONCERN 46
- 4.3.3 ISSUE WITH RESPECT TO HEALTH 46
- 4.4∏OPPORTUNITY∏47
- 4.4.1 OPPORTUNITY ANALYSIS FOR SMARTPHONE MARKET IN MIDDLE EAST & AFRICA DEVELOPING ECONOMIES 47
- 4.4.1.1 CUSTOMER BUYING BEHAVIOUR 47
- 4.4.1.2□PRODUCT INNOVATION□48
- 4.4.1.3 ECONOMIC IMPACT 48
- 4.4.1.4 REGULATORY POLICY IMPACT 49
- 4.4.1.5 CSP'S IMPACT ANALYSIS 50
- 4.4.1.6 VAS (VALUE ADDED SERVICES) MARKET ANALYSIS 51
- 4.4.2 RISE IN INCOME LEVEL IN DEVELOPING ECONOMIES 11
- 4.4.3□INTEGRATION OF EMRGING TECHNOLOGIES□52
- 4.5∏TRENDS∏53
- 4.5.1 FINANCIAL TRENDS 53
- 4.5.1.1 MOUNTING MARKET CAPITALIZATION 53
- 4.5.1.2 PRODUCT OUTSOURCING (MAKE VS BUY) CASE ANALYSIS ☐53
- 4.5.1.3□INTEGRATION OF PRECIOUS METAL IN HARDWARE MODULE□53
- 4.5.1.4 BRAND USP TO GAIN OUT MORE BPS 54
- 4.5.2 TECHNOLOGICAL TRENDS 55
- 4.5.2.1 5G INTEGRATION 55

Scotts International, EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.5.2.2 AUGMENT REALITY (AR) AND VIRTUAL RELAITY (VR) INTEGRATION 56
- 4.5.2.3 GENERATIVE AI 56
- 4.5.2.4 MOBILE AI MARKET ANALYSIS 56
- 4.5.2.5 | ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML) TECHNOLOGIES | 56
- 4.5.2.6 FOLDABLE AND FLEXIBLE DISPLAYS 57
- 4.5.2.7 BIOMETRIC AND SECURITY FEATURES 57
- 4.5.2.8 EDGE COMPUTING TECHNOLOGIES 57
- 4.5.2.9 ADVANCED CAMERA SYSTEM AND COMPUTATIONAL PHOTOGRAPHY 57
- 4.5.2.10 DIGITAL HUMAN 58
- 4.5.2.11 | WEARABLE TECHNOLOGY INTEGRATION WITH SMARTPHONES | 58
- 4.5.2.12 SMART HOME CONNECTIVITY AND CONTROL FEATURES 58
- 4.5.2.13∏ENHANCED GESTURE CONTROL AND MOTION SENSING CAPABILITIES∏58
- 4.6 COVID 19 IMPACT ANALYSIS 59
- 4.6.1 □ DISRUPTION IN SUPPLY CHAIN □ 59
- 4.6.2 DROP IN DEMAND ACROSS SEGMENTS 59
- 4.6.3 SLOWDOWN IN MIDDLE EAST & AFRICA ECONOMY 60
- 5 MARKET FACTOR ANALYSIS 61
- 5.1 VALUE CHAIN ANALYSIS 61
- 5.1.1 RESEARCH & DEVELOPMENT 62
- 5.1.2 RAW MATERIAL SUPPLIERS 62
- 5.1.3 ORIGINAL EQUIPMENT MANUFACTURERS (OEMS) ☐ 62
- 5.1.4 PRIME INTEGRATORS ☐ 62
- 5.1.5∏END USERS∏62
- 5.2 PORTER'S FIVE FORCES MODEL 63
- 5.2.1 BARGAINING POWER OF SUPPLIERS 63
- 5.2.2 BARGAINING POWER OF BUYERS 63
- 5.2.3 THREAT OF NEW ENTRANTS ☐ 64
- 5.2.4 THREAT OF SUBSTITUTES 64
- 5.2.5 INTENSITY OF RIVALRY 64
- 6∏MIDDLE EAST AND AFRICA SMARTPHONE SHIPMENTS ANALYSIS∏65
- 6.1∏OVERVIEW∏65
- 6.2∏MIDDLE EAST AND AFRICA SMARTPHONE SHIPMENTS, BY REGION∏65
- 6.3∏MIDDLE EAST AND AFRICA SMARTPHONE SHIPMENT BY BRANDS∏66
- 6.3.1 MIDDLE EAST SMARTPHONE SHIPMENTS, BY BRANDS 66
- 6.3.2 ☐ AFRICA SMARTPHONE SHIPMENTS, BY BRANDS ☐ 68
- 6.4 MIDDLE EAST AND AFRICA SMARTPHONE SHIPMENT BY OPERATING SYSTEM (OS) 70
- 7 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY PRICING 172
- 7.1 OVERVIEW 72
- 7.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY PRICING 72
- 8 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 74
- 8.1 OVERVIEW 74
- 8.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY OPERATING SYSTEM 74
- 9 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY RAM 76
- 9.1□OVERVIEW□76
- 9.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY RAM 76
- 10 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY ROM 78
- 10.1 OVERVIEW 78

- 10.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY ROM 78
- 11 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY DISPLAY TYPE 80
- 11.1□OVERVIEW□80
- 11.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY DISPLAY TYPE 180
- 12 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY SCREEN RESOLUTION 82
- 12.1□OVERVIEW□82
- 12.1.1 ☐ MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY SCREEN RESOLUTION ☐ 82
- 13 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY BATTERY CAPACITY 84
- 13.1∏OVERVIEW∏84
- 13.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY BATTERY CAPACITY 184
- 14∏MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY SALES CHANNEL∏86
- 14.1 □ OVERVIEW □ 86
- 14.1.1 | MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY SALES CHANNEL | 86
- 15 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY REGION 188
- 15.1□OVERVIEW□88
- 15.1.1 MIDDLE EAST AND AFRICA SMARTPHONE MARKET, BY REGION, 2019-2032 (USD MILLION) 189
- 15.2 MIDDLE EAST □90
- 15.2.1 MIDDLE EAST SMARTPHONE INDUSTRY SWOT ANALYSIS 90
- 15.2.2 MIDDLE EAST SMARTPHONE INDUSTRY PESTEL ANALYSIS 91
- 15.2.3 MIDDLE EAST SMARTPHONE MARKET, BY COUNTRY 193
- 15.2.4 MIDDLE EAST SMARTPHONE MARKET, BY PRICING □95
- 15.2.5 MIDDLE EAST SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 96
- 15.2.6 MIDDLE EAST SMARTPHONE MARKET, BY RAM 197
- 15.2.7 MIDDLE EAST SMARTPHONE MARKET, BY ROM 98
- 15.2.8 MIDDLE EAST SMARTPHONE MARKET, BY DISPLAY TYPE 98
- 15.2.9 MIDDLE EAST SMARTPHONE MARKET, BY SCREEN RESOLUTION 99
- 15.2.10 MIDDLE EAST SMARTPHONE MARKET, BY BATTERY CAPACITY 100
- 15.2.11 MIDDLE EAST SMARTPHONE MARKET, BY SALES CHANNEL 101
- 15.2.12 SAUDI ARABIA 101
- 15.2.12.1 SAUDI ARABIA SMARTPHONE MARKET, BY PRICING 101
- 15.2.12.2 SAUDI ARABIA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 102
- 15.2.12.3 SAUDI ARABIA SMARTPHONE MARKET, BY RAM 102
- 15.2.12.4 SAUDI ARABIA SMARTPHONE MARKET, BY ROM 102
- 15.2.12.5 SAUDI ARABIA SMARTPHONE MARKET, BY DISPLAY TYPE 103
- 15.2.12.6 SAUDI ARABIA SMARTPHONE MARKET, BY SCREEN RESOLUTION 103
- 15.2.12.7 SAUDI ARABIA SMARTPHONE MARKET, BY BATTERY CAPACITY 103
- 15.2.12.8 SAUDI ARABIA SMARTPHONE MARKET, BY SALES CHANNEL 1010101
- 15.2.13 UNITED ARAB EMIRATES (UAE) □104
- 15.2.13.1 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY PRICING 104
- 15.2.13.2 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 104
- 15.2.13.3 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY RAM 105
- 15.2.13.4 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY ROM 105
- 15.2.13.5 ☐ UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY DISPLAY TYPE ☐ 105
- 15.2.13.6 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY SCREEN RESOLUTION 106
- 15.2.13.7 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY BATTERY CAPACITY 106
- 15.2.13.8 UNITED ARAB EMIRATES (UAE) SMARTPHONE MARKET, BY SALES CHANNEL 106
- 15.2.14 QATAR 107

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

- 15.2.14.1 QATAR SMARTPHONE MARKET, BY PRICING 107
- 15.2.14.2 QATAR SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 107
- 15.2.14.3 QATAR SMARTPHONE MARKET, BY RAM 107
- 15.2.14.4 QATAR SMARTPHONE MARKET, BY ROM 108
- 15.2.14.5 QATAR SMARTPHONE MARKET, BY DISPLAY TYPE 108
- 15.2.14.6 QATAR SMARTPHONE MARKET, BY SCREEN RESOLUTION 108
- 15.2.14.7 QATAR SMARTPHONE MARKET, BY BATTERY CAPACITY 109
- 15.2.14.8 QATAR SMARTPHONE MARKET, BY SALES CHANNEL 109
- 15.2.15 KUWAIT 109
- 15.2.15.1 KUWAIT SMARTPHONE MARKET, BY PRICING 109
- 15.2.15.2 KUWAIT SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) □110
- 15.2.15.3 KUWAIT SMARTPHONE MARKET, BY RAM 110
- 15.2.15.4 KUWAIT SMARTPHONE MARKET, BY ROM 110
- 15.2.15.5 KUWAIT SMARTPHONE MARKET, BY DISPLAY TYPE 111
- 15.2.15.6 KUWAIT SMARTPHONE MARKET, BY SCREEN RESOLUTION 111
- 15.2.15.7 KUWAIT SMARTPHONE MARKET, BY BATTERY CAPACITY 111
- 15.2.15.8 KUWAIT SMARTPHONE MARKET, BY SALES CHANNEL 112
- 15.2.16 BAHRAIN 112
- 15.2.16.1 BAHRAIN SMARTPHONE MARKET, BY PRICING 112
- 15.2.16.2 BAHRAIN SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 112
- 15.2.16.3 BAHRAIN SMARTPHONE MARKET, BY RAM 113
- 15.2.16.4 BAHRAIN SMARTPHONE MARKET, BY ROM 113
- 15.2.16.5 BAHRAIN SMARTPHONE MARKET, BY DISPLAY TYPE 113
- 15.2.16.6 BAHRAIN SMARTPHONE MARKET, BY SCREEN RESOLUTION 114
- 15.2.16.7 BAHRAIN SMARTPHONE MARKET, BY BATTERY CAPACITY 114
- 15.2.16.8 BAHRAIN SMARTPHONE MARKET, BY SALES CHANNEL 1114
- 15.2.17 | IRAN | 115
- 15.2.17.1 ☐ IRAN SMARTPHONE MARKET, BY PRICING ☐ 115
- 15.2.17.2 IRAN SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 115
- 15.2.17.3∏IRAN SMARTPHONE MARKET, BY RAM∏115
- 15.2.17.4 IRAN SMARTPHONE MARKET, BY ROM 116
- 15.2.17.5 ⊓IRAN SMARTPHONE MARKET, BY DISPLAY TYPE □116
- 15.2.17.6 ⊓IRAN SMARTPHONE MARKET, BY SCREEN RESOLUTION □116
- 15.2.17.7 IRAN SMARTPHONE MARKET, BY BATTERY CAPACITY 117
- 15.2.17.8 IRAN SMARTPHONE MARKET, BY SALES CHANNEL 1117
- 15.2.18∏IRAQ∏117
- 15.2.18.1 IRAQ SMARTPHONE MARKET, BY PRICING 117
- 15.2.18.2 ☐IRAQ SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) ☐118
- 15.2.18.3 IRAQ SMARTPHONE MARKET, BY RAM 118
- 15.2.18.4 IRAQ SMARTPHONE MARKET, BY ROM 118
- 15.2.18.5 IRAQ SMARTPHONE MARKET, BY DISPLAY TYPE 119
- 15.2.18.6 \square IRAQ SMARTPHONE MARKET, BY SCREEN RESOLUTION \square 119
- 15.2.18.7□IRAQ SMARTPHONE MARKET, BY BATTERY CAPACITY□119
- 15.2.18.8 ☐ IRAQ SMARTPHONE MARKET, BY SALES CHANNEL ☐ 120
- 15.2.19∏ISRAEL∏120
- 15.2.19.1 SRAEL SMARTPHONE MARKET, BY PRICING 120
- 15.2.19.2□ISRAEL SMARTPHONE MARKET, BY OPERATING SYSTEM (OS)□120

- 15.2.19.3□ISRAEL SMARTPHONE MARKET, BY RAM□121
- 15.2.19.4 ISRAEL SMARTPHONE MARKET, BY ROM 121
- 15.2.19.5□ISRAEL SMARTPHONE MARKET, BY DISPLAY TYPE□121
- 15.2.19.6∏ISRAEL SMARTPHONE MARKET, BY SCREEN RESOLUTION∏122
- 15.2.19.7 SRAEL SMARTPHONE MARKET, BY BATTERY CAPACITY 122
- 15.2.19.8 SRAEL SMARTPHONE MARKET, BY SALES CHANNEL 122
- 15.2.20 TURKEY 123
- 15.2.20.1 TURKEY SMARTPHONE MARKET, BY PRICING 123
- 15.2.20.2 TURKEY SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 123
- 15.2.20.3 TURKEY SMARTPHONE MARKET, BY RAM 123
- 15.2.20.4 TURKEY SMARTPHONE MARKET, BY ROM 124
- 15.2.20.5 TURKEY SMARTPHONE MARKET, BY DISPLAY TYPE 124
- 15.2.20.6 TURKEY SMARTPHONE MARKET, BY SCREEN RESOLUTION ☐ 124
- 15.2.20.7 TURKEY SMARTPHONE MARKET, BY BATTERY CAPACITY 125
- 15.2.20.8 TURKEY SMARTPHONE MARKET, BY SALES CHANNEL 125
- 15.2.21∏OMAN∏125
- 15.2.21.1 OMAN SMARTPHONE MARKET, BY PRICING 125
- 15.2.21.2 OMAN SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 126
- 15.2.21.3 OMAN SMARTPHONE MARKET, BY RAM 126
- 15.2.21.4 OMAN SMARTPHONE MARKET, BY ROM 126
- 15.2.21.5 OMAN SMARTPHONE MARKET, BY DISPLAY TYPE 127
- 15.2.21.6 OMAN SMARTPHONE MARKET, BY SCREEN RESOLUTION 127
- 15.2.21.7 OMAN SMARTPHONE MARKET, BY BATTERY CAPACITY 127
- 15.2.21.8 OMAN SMARTPHONE MARKET, BY SALES CHANNEL 128
- 15.2.22 REST OF MIDDLE EAST 128
- 15.2.22.1 ☐ REST OF MIDDLE EAST SMARTPHONE MARKET, BY PRICING ☐ 128
- 15.2.22.2 REST OF MIDDLE EAST SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 128
- 15.2.22.3 REST OF MIDDLE EAST SMARTPHONE MARKET, BY RAM 129
- 15.2.22.4 REST OF MIDDLE EAST SMARTPHONE MARKET, BY ROM 129
- 15.2.22.5 ⊓REST OF MIDDLE EAST SMARTPHONE MARKET, BY DISPLAY TYPE □ 129
- 15.2.22.6 REST OF MIDDLE EAST SMARTPHONE MARKET, BY SCREEN RESOLUTION 130
- 15.2.22.7 ⊓REST OF MIDDLE EAST SMARTPHONE MARKET, BY BATTERY CAPACITY ☐ 130
- 15.2.22.8 REST OF MIDDLE EAST SMARTPHONE MARKET, BY SALES CHANNEL 130
- 15.3∏AFRICA∏131
- 15.3.1 ☐ AFRICA SMARTPHONE INDUSTRY SWOT ANALYSIS ☐ 133
- 15.3.2 AFRICA SMARTPHONE INDUSTRY PESTEL ANALYSIS 134
- 15.3.3 ☐ AFRICA SMARTPHONE MARKET, BY COUNTRY ☐ 135
- 15.3.4∏AFRICA SMARTPHONE MARKET, BY PRICING∏138
- 15.3.5 ☐ AFRICA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) ☐ 139
- 15.3.6 AFRICA SMARTPHONE MARKET, BY RAM 139
- 15.3.7 AFRICA SMARTPHONE MARKET, BY ROM 140
- 15.3.8 ☐ AFRICA SMARTPHONE MARKET, BY DISPLAY TYPE ☐ 141
- 15.3.9 ☐ AFRICA SMARTPHONE MARKET, BY SCREEN RESOLUTION ☐ 142
- 15.3.10 ☐ AFRICA SMARTPHONE MARKET, BY BATTERY CAPACITY ☐ 143
- 15.3.11 ☐ AFRICA SMARTPHONE MARKET, BY SALES CHANNEL ☐ 144
- $15.3.12 \verb|| NIGERIA \verb||| 144$
- 15.3.12.1 NIGERIA SMARTPHONE MARKET, BY PRICING 144

- 15.3.12.2 NIGERIA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 145
- 15.3.12.3 NIGERIA SMARTPHONE MARKET, BY RAM 145
- 15.3.12.4 NIGERIA SMARTPHONE MARKET, BY ROM 145
- 15.3.12.5 NIGERIA SMARTPHONE MARKET, BY DISPLAY TYPE 146
- 15.3.12.6 NIGERIA SMARTPHONE MARKET, BY SCREEN RESOLUTION 146
- 15.3.12.7 NIGERIA SMARTPHONE MARKET, BY BATTERY CAPACITY 146
- 15.3.12.8 NIGERIA SMARTPHONE MARKET, BY SALES CHANNEL 147
- 15.3.13 SOUTH AFRICA 147
- 15.3.13.1 SOUTH AFRICA SMARTPHONE MARKET, BY PRICING 147
- 15.3.13.2 SOUTH AFRICA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 147
- 15.3.13.3 SOUTH AFRICA SMARTPHONE MARKET, BY RAM 148
- 15.3.13.4 SOUTH AFRICA SMARTPHONE MARKET, BY ROM 148
- 15.3.13.5 SOUTH AFRICA SMARTPHONE MARKET, BY DISPLAY TYPE 148
- 15.3.13.6 SOUTH AFRICA SMARTPHONE MARKET, BY SCREEN RESOLUTION 149
- 15.3.13.7 SOUTH AFRICA SMARTPHONE MARKET, BY BATTERY CAPACITY 149
- 15.3.13.8 SOUTH AFRICA SMARTPHONE MARKET, BY SALES CHANNEL 149
- 15.3.14 EGYPT 150
- 15.3.14.1 EGYPT SMARTPHONE MARKET, BY PRICING 150
- 15.3.14.2 EGYPT SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 150
- 15.3.14.3∏EGYPT SMARTPHONE MARKET, BY RAM∏150
- 15.3.14.4 EGYPT SMARTPHONE MARKET, BY ROM 151
- 15.3.14.5 EGYPT SMARTPHONE MARKET, BY DISPLAY TYPE 151
- 15.3.14.6 ☐ EGYPT SMARTPHONE MARKET, BY SCREEN RESOLUTION ☐ 151
- 15.3.14.7 EGYPT SMARTPHONE MARKET, BY BATTERY CAPACITY 152
- 15.3.14.8 EGYPT SMARTPHONE MARKET, BY SALES CHANNEL 152
- 15.3.15 KENYA 152
- 15.3.15.1 KENYA SMARTPHONE MARKET, BY PRICING 152
- 15.3.15.2 KENYA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 153
- 15.3.15.3 KENYA SMARTPHONE MARKET, BY RAM 153
- 15.3.15.4 KENYA SMARTPHONE MARKET, BY ROM 153
- 15.3.15.5 KENYA SMARTPHONE MARKET, BY DISPLAY TYPE 154
- 15.3.15.6 KENYA SMARTPHONE MARKET, BY SCREEN RESOLUTION 154
- 15.3.15.7 KENYA SMARTPHONE MARKET, BY BATTERY CAPACITY 154
- 15.3.15.8 KENYA SMARTPHONE MARKET, BY SALES CHANNEL 155
- 15.3.16 ☐ ETHIOPIA ☐ 155
- 15.3.16.1 ☐ ETHIOPIA SMARTPHONE MARKET, BY PRICING ☐ 155
- 15.3.16.2 ETHIOPIA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 155
- 15.3.16.3 ETHIOPIA SMARTPHONE MARKET, BY RAM 156
- 15.3.16.4 ETHIOPIA SMARTPHONE MARKET, BY ROM 156
- 15.3.16.5 ETHIOPIA SMARTPHONE MARKET, BY DISPLAY TYPE 156
- 15.3.16.6 ETHIOPIA SMARTPHONE MARKET, BY SCREEN RESOLUTION 157
- 15.3.16.7 ETHIOPIA SMARTPHONE MARKET, BY BATTERY CAPACITY 157
- 15.3.16.8 ETHIOPIA SMARTPHONE MARKET, BY SALES CHANNEL 157
- 15.3.17 TANZANIA 158
- 15.3.17.1 TANZANIA SMARTPHONE MARKET, BY PRICING 158
- 15.3.17.2 TANZANIA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 158
- 15.3.17.3 TANZANIA SMARTPHONE MARKET, BY RAM 158

- 15.3.17.4 TANZANIA SMARTPHONE MARKET, BY ROM 159
- 15.3.17.5 TANZANIA SMARTPHONE MARKET, BY DISPLAY TYPE 159
- 15.3.17.6 TANZANIA SMARTPHONE MARKET, BY SCREEN RESOLUTION 159
- 15.3.17.7 TANZANIA SMARTPHONE MARKET, BY BATTERY CAPACITY 160
- 15.3.17.8 TANZANIA SMARTPHONE MARKET, BY SALES CHANNEL 160
- 15.3.18 | MOROCCO | 160
- 15.3.18.1 MOROCCO SMARTPHONE MARKET, BY PRICING 160
- 15.3.18.2 MOROCCO SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 161
- 15.3.18.3 MOROCCO SMARTPHONE MARKET, BY RAM 161
- 15.3.18.4 MOROCCO SMARTPHONE MARKET, BY ROM 161
- 15.3.18.5 MOROCCO SMARTPHONE MARKET, BY DISPLAY TYPE 162
- 15.3.18.6 MOROCCO SMARTPHONE MARKET, BY SCREEN RESOLUTION 162
- 15.3.18.7 MOROCCO SMARTPHONE MARKET, BY BATTERY CAPACITY 162
- 15.3.18.8 MOROCCO SMARTPHONE MARKET, BY SALES CHANNEL 163
- 15.3.19 ☐ ALGERIA ☐ 163
- 15.3.19.1 ALGERIA SMARTPHONE MARKET, BY PRICING 163
- 15.3.19.2 ALGERIA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 163
- 15.3.19.3 ALGERIA SMARTPHONE MARKET, BY RAM 164
- 15.3.19.4 ALGERIA SMARTPHONE MARKET, BY ROM 164
- 15.3.19.5 ALGERIA SMARTPHONE MARKET, BY DISPLAY TYPE 164
- 15.3.19.6 ALGERIA SMARTPHONE MARKET, BY SCREEN RESOLUTION 165
- 15.3.19.7 ALGERIA SMARTPHONE MARKET, BY BATTERY CAPACITY 165
- 15.3.19.8 ALGERIA SMARTPHONE MARKET, BY SALES CHANNEL 165
- 15.3.20 GHANA 166
- 15.3.20.1 GHANA SMARTPHONE MARKET, BY PRICING 166
- 15.3.20.2 GHANA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 166
- 15.3.20.3 GHANA SMARTPHONE MARKET, BY RAM 166
- 15.3.20.4 GHANA SMARTPHONE MARKET, BY ROM 167
- 15.3.20.5 GHANA SMARTPHONE MARKET, BY DISPLAY TYPE 167
- 15.3.20.6 GHANA SMARTPHONE MARKET, BY SCREEN RESOLUTION 167
- 15.3.20.7 GHANA SMARTPHONE MARKET, BY BATTERY CAPACITY 168
- 15.3.20.8 GHANA SMARTPHONE MARKET, BY SALES CHANNEL 168
- 15.3.21 □ DEMOCRATIC REPUBLIC OF CONGRO (DRC) □ 168
- 15.3.21.1 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY PRICING 168
- 15.3.21.2 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) □169
- 15.3.21.3 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY RAM 169
- 15.3.21.4 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY ROM 169
- 15.3.21.5 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY DISPLAY TYPE 170
- 15.3.21.6 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY SCREEN RESOLUTION 170
- 15.3.21.7 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY BATTERY CAPACITY 170
- 15.3.21.8 DEMOCRATIC REPUBLIC OF CONGO (DRC) SMARTPHONE MARKET, BY SALES CHANNEL 170
- 15.3.22 UGANADA 171
- 15.3.22.1 UGANDA SMARTPHONE MARKET, BY PRICING 171
- 15.3.22.2 ☐ UGANDA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) ☐ 171
- 15.3.22.3 ☐ UGANDA SMARTPHONE MARKET, BY RAM ☐ 172
- 15.3.22.4 UGANDA SMARTPHONE MARKET, BY ROM 172
- 15.3.22.5 UGANDA SMARTPHONE MARKET, BY DISPLAY TYPE 172

- 15.3.22.6 UGANDA SMARTPHONE MARKET, BY SCREEN RESOLUTION 173
- 15.3.22.7 UGANDA SMARTPHONE MARKET, BY BATTERY CAPACITY 173
- 15.3.22.8 ☐ UGANDA SMARTPHONE MARKET, BY SALES CHANNEL ☐ 173
- 15.3.23 SENEGAL 174
- 15.3.23.1 SENEGAL SMARTPHONE MARKET, BY PRICING 174
- 15.3.23.2 SENEGAL SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 174
- 15.3.23.3 SENEGAL SMARTPHONE MARKET, BY RAM 174
- 15.3.23.4 SENEGAL SMARTPHONE MARKET, BY ROM 175
- 15.3.23.5 SENEGAL SMARTPHONE MARKET, BY DISPLAY TYPE 175
- 15.3.23.6 SENEGAL SMARTPHONE MARKET, BY SCREEN RESOLUTION 175
- 15.3.23.7 SENEGAL SMARTPHONE MARKET, BY BATTERY CAPACITY 176
- 15.3.23.8 SENEGAL SMARTPHONE MARKET, BY SALES CHANNEL 176
- 15.3.24 BOTSWANA 176
- 15.3.24.1 BOTSWANA SMARTPHONE MARKET, BY PRICING 176
- 15.3.24.2 BOTSWANA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 177
- 15.3.24.3 BOTSWANA SMARTPHONE MARKET, BY RAM 177
- 15.3.24.4 BOTSWANA SMARTPHONE MARKET, BY ROM 177
- 15.3.24.5 BOTSWANA SMARTPHONE MARKET, BY DISPLAY TYPE 178
- 15.3.24.6 BOTSWANA SMARTPHONE MARKET, BY SCREEN RESOLUTION 178
- 15.3.24.7 BOTSWANA SMARTPHONE MARKET, BY BATTERY CAPACITY 178
- 15.3.24.8 BOTSWANA SMARTPHONE MARKET, BY SALES CHANNEL 179
- 15.3.25 COTE D'IVOIRE 179
- 15.3.25.1 COTE D'IVOIRE SMARTPHONE MARKET, BY PRICING 179
- 15.3.25.2 COTE D'IVOIRE SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 179
- 15.3.25.3 COTE D'IVOIRE SMARTPHONE MARKET, BY RAM 180
- 15.3.25.4 COTE D'IVOIRE SMARTPHONE MARKET, BY ROM 180
- 15.3.25.5 COTE D'IVOIRE SMARTPHONE MARKET, BY DISPLAY TYPE 180
- 15.3.25.6 COTE D'IVOIRE SMARTPHONE MARKET, BY SCREEN RESOLUTION 181
- 15.3.25.7 COTE D'IVOIRE SMARTPHONE MARKET, BY BATTERY CAPACITY 181
- 15.3.25.8 COTE D'IVOIRE SMARTPHONE MARKET, BY SALES CHANNEL 181
- 15.3.26 ZIMBABWE 182
- 15.3.26.1 ☐ ZIMBABWE SMARTPHONE MARKET, BY PRICING ☐ 182
- 15.3.26.2□ZIMBABWE SMARTPHONE MARKET, BY OPERATING SYSTEM (OS)□182
- 15.3.26.3 ZIMBABWE SMARTPHONE MARKET, BY RAM 182
- 15.3.26.4

 ☐ ZIMBABWE SMARTPHONE MARKET, BY ROM
 ☐ 183
- 15.3.26.5 ZIMBABWE SMARTPHONE MARKET, BY DISPLAY TYPE 183
- 15.3.26.6 ZIMBABWE SMARTPHONE MARKET, BY SCREEN RESOLUTION 183
- 15.3.26.7 ZIMBABWE SMARTPHONE MARKET, BY BATTERY CAPACITY 184
- 15.3.26.8 ZIMBABWE SMARTPHONE MARKET, BY SALES CHANNEL 184
- 15.3.27 SEYCHELLES 184
- 15.3.27.1 SEYCHELLES SMARTPHONE MARKET, BY PRICING 184
- 15.3.27.2 SEYCHELLES SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 185
- 15.3.27.3 SEYCHELLES SMARTPHONE MARKET, BY RAM 185
- 15.3.27.4 SEYCHELLES SMARTPHONE MARKET, BY ROM 185
- 15.3.27.5 SEYCHELLES SMARTPHONE MARKET, BY DISPLAY TYPE 186
- 15.3.27.6 SEYCHELLES SMARTPHONE MARKET, BY SCREEN RESOLUTION 186
- 15.3.27.7 SEYCHELLES SMARTPHONE MARKET, BY BATTERY CAPACITY 186

- 15.3.27.8 SEYCHELLES SMARTPHONE MARKET, BY SALES CHANNEL 187
- 15.3.28 MOZAMBIQUE 187
- 15.3.28.1 MOZAMBIQUE SMARTPHONE MARKET, BY PRICING 187
- 15.3.28.2 MOZAMBIQUE SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 187
- 15.3.28.3 MOZAMBIQUE SMARTPHONE MARKET, BY RAM 188
- 15.3.28.4∏MOZAMBIQUE SMARTPHONE MARKET, BY ROM∏188
- 15.3.28.5 MOZAMBIQUE SMARTPHONE MARKET, BY DISPLAY TYPE 188
- 15.3.28.6 MOZAMBIQUE SMARTPHONE MARKET, BY SCREEN RESOLUTION 189
- 15.3.28.7 MOZAMBIQUE SMARTPHONE MARKET, BY BATTERY CAPACITY 189
- 15.3.28.8 MOZAMBIQUE SMARTPHONE MARKET, BY SALES CHANNEL 189
- 15.3.29 MADAGASCAR 190
- 15.3.29.1 MADAGASCAR SMARTPHONE MARKET, BY PRICING 190
- 15.3.29.2 MADAGASCAR SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 190
- 15.3.29.3 MADAGASCAR SMARTPHONE MARKET, BY RAM 190
- 15.3.29.4 MADAGASCAR SMARTPHONE MARKET, BY ROM 191
- 15.3.29.5 MADAGASCAR SMARTPHONE MARKET, BY DISPLAY TYPE 191
- 15.3.29.6 MADAGASCAR SMARTPHONE MARKET, BY SCREEN RESOLUTION 191
- 15.3.29.7 MADAGASCAR SMARTPHONE MARKET, BY BATTERY CAPACITY 192
- 15.3.29.8 MADAGASCAR SMARTPHONE MARKET, BY SALES CHANNEL 192
- 15.3.30 \(\text{ANGOLA} \(\text{192} \)
- 15.3.30.1 \square ANGOLA SMARTPHONE MARKET, BY PRICING \square 192
- 15.3.30.2 ANGOLA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 193
- 15.3.30.3∏ANGOLA SMARTPHONE MARKET, BY RAM∏193
- 15.3.30.4 ANGOLA SMARTPHONE MARKET, BY ROM 193
- 15.3.30.5 ANGOLA SMARTPHONE MARKET, BY DISPLAY TYPE 194
- 15.3.30.6 ANGOLA SMARTPHONE MARKET, BY SCREEN RESOLUTION 194
- 15.3.30.7 ANGOLA SMARTPHONE MARKET, BY BATTERY CAPACITY 194
- 15.3.30.8 ANGOLA SMARTPHONE MARKET, BY SALES CHANNEL 195
- 15.3.31 ZAMBIA 195
- 15.3.31.1 ZAMBIA SMARTPHONE MARKET, BY PRICING 195
- 15.3.31.2 ZAMBIA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 195
- 15.3.31.3 ZAMBIA SMARTPHONE MARKET, BY RAM 196
- 15.3.31.4 ZAMBIA SMARTPHONE MARKET, BY ROM 196
- 15.3.31.5 ZAMBIA SMARTPHONE MARKET, BY DISPLAY TYPE 196
- 15.3.31.6 ZAMBIA SMARTPHONE MARKET, BY SCREEN RESOLUTION 197
- 15.3.31.7 \square ZAMBIA SMARTPHONE MARKET, BY BATTERY CAPACITY \square 197
- 15.3.31.8 ZAMBIA SMARTPHONE MARKET, BY SALES CHANNEL 197
- 15.3.32 REST OF AFRICA 198
- 15.3.32.1 REST OF AFRICA SMARTPHONE MARKET, BY PRICING 198
- 15.3.32.2 REST OF AFRICA SMARTPHONE MARKET, BY OPERATING SYSTEM (OS) 198
- 15.3.32.3 REST OF AFRICA SMARTPHONE MARKET, BY RAM 198
- 15.3.32.4 \square REST OF AFRICA SMARTPHONE MARKET, BY ROM \square 199
- 15.3.32.5 REST OF AFRICA SMARTPHONE MARKET, BY DISPLAY TYPE 199
- 15.3.32.6 REST OF AFRICA SMARTPHONE MARKET, BY SCREEN RESOLUTION 199
- 15.3.32.7 REST OF AFRICA SMARTPHONE MARKET, BY BATTERY CAPACITY 200
- 15.3.32.8 REST OF AFRICA SMARTPHONE MARKET, BY SALES CHANNEL 200
- 16 COMPETITVE LANDSCAPE 201

- 16.1 VENDOR SHARE ANALYSIS 201
- 16.2 COMPETITIVE BENCHMARKING 203
- 16.3 RECENT DEVELOPMENTS 204
- 16.3.1 PRODUCT DEVELOPMENT/ PRODUCT ANNOUNCEMENT/ LAUNCHES 204
- 16.3.2 PARTNERSHIPS/AGREEMENTS/CONTRACTS/COLLABORATIONS 205
- 17 COMPANY PROFILES 207
- 17.1 ALCATEL MOBILE 207
- 17.1.1 COMPANY OVERVIEW 207
- 17.1.2 FINANCIAL OVERVIEW 208
- 17.1.3 PRODUCTS OFFERED 208
- 17.1.4 KEY DEVELOPMENTS 210
- 17.1.5 SWOT ANALYSIS 211
- 17.1.6 KEY STRATEGIES 212
- 17.2□APPLE INC.□213
- 17.2.1 COMPANY OVERVIEW 213
- 17.2.2∏FINANCIAL OVERVIEW∏214
- 17.2.3 PRODUCTS OFFERED 214
- 17.2.4 KEY DEVELOPMENTS 217
- 17.2.5 SWOT ANALYSIS 219
- 17.2.6 KEY STRATEGIES 220
- 17.3 ASUS 221
- 17.3.1 COMPANY OVERVIEW 221
- 17.3.2∏FINANCIAL OVERVIEW∏222
- 17.3.3 PRODUCTS OFFERED 222
- 17.3.4 KEY DEVELOPMENTS 225
- 17.3.5 SWOT ANALYSIS 227
- 17.3.6 KEY STRATEGIES 227
- 17.4□GOOGLE LLC□228
- 17.4.1 COMPANY OVERVIEW 228
- 17.4.2∏FINANCIAL OVERVIEW∏229
- 17.4.3 PRODUCTS OFFERED 229
- 17.4.4 | KEY DEVELOPMENTS | 231
- 17.4.5 □ SWOT ANALYSIS □ 233
- 17.4.6 KEY STRATEGIES 233
- 17.5 HTC CORPORATION 234
- 17.5.1 COMPANY OVERVIEW 234
- 17.5.2∏FINANCIAL OVERVIEW □235
- $17.5.3 \verb|| PRODUCTS OFFERED \verb||| 235$
- 17.5.4 KEY DEVELOPMENTS 237
- 17.5.5 SWOT ANALYSIS 238
- 17.5.6 KEY STRATEGIES 238
- 17.6 LENOVO GROUP LIMITED (INCLUDING MOTOROLA) 239
- 17.6.1 COMPANY OVERVIEW 239
- 17.6.2∏FINANCIAL OVERVIEW∏240
- 17.6.3 PRODUCTS OFFERED 240
- 17.6.4 KEY DEVELOPMENTS 243
- 17.6.5 SWOT ANALYSIS 245

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

www.scotts-international.com

- 17.6.6 KEY STRATEGIES 245
- 17.7 MEIZU TECHNOLOGY CO., LTD. 246
- 17.7.1 COMPANY OVERVIEW 246
- 17.7.2 FINANCIAL OVERVIEW 246
- 17.7.3 PRODUCTS OFFERED 246
- 17.7.4 KEY DEVELOPMENTS: THERE HAVE BEEN NO KEY DEVELOPMENTS OTHER THAN PRODUCT LAUNCHES 248
- 17.7.5 SWOT ANALYSIS 248
- 17.7.6 KEY STRATEGIES 248
- 17.8 NOKIA CORPORATION 250
- 17.8.1 COMPANY OVERVIEW 250
- 17.8.2 FINANCIAL OVERVIEW 251
- 17.8.3 PRODUCTS OFFERED 251
- 17.8.4 KEY DEVELOPMENTS 253
- 17.8.5 SWOT ANALYSIS 255
- 17.8.6 KEY STRATEGIES 255
- 17.9 ONEPLUS TECHNOLOGY CO., LTD. 256
- 17.9.1 COMPANY OVERVIEW 256
- 17.9.2 PRODUCTS OFFERED 256
- 17.9.3 KEY DEVELOPMENTS 258
- 17.9.4 SWOT ANALYSIS 260
- 17.9.5 KEY STRATEGIES 260
- 17.10 GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP., LTD 261
- 17.10.1 COMPANY OVERVIEW 261
- 17.10.2 FINANCIAL OVERVIEW 261
- 17.10.3 PRODUCTS OFFERED 261
- 17.10.4 KEY DEVELOPMENTS 263
- 17.10.5 SWOT ANALYSIS 266
- 17.10.6 KEY STRATEGIES 266
- 17.11 REALME CORPORATION 267
- 17.11.1 \square COMPANY OVERVIEW \square 267
- 17.11.2 FINANCIAL OVERVIEW 267
- 17.11.3 PRODUCTS OFFERED 267
- 17.11.4 KEY DEVELOPMENTS 270
- 17.11.5 SWOT ANALYSIS 272
- 17.11.6 KEY STRATEGIES 272
- 17.12 SAMSUNG ELECTRONICS CO. LTD. 273
- 17.12.1 COMPANY OVERVIEW 273
- 17.12.2 FINANCIAL OVERVIEW 274
- 17.12.3 PRODUCTS OFFERED 274
- 17.12.4 KEY DEVELOPMENTS 276
- 17.12.5 SWOT ANALYSIS 278
- 17.12.6 KEY STRATEGIES 279
- 17.13 SONY CORPORATION 280
- 17.13.1 COMPANY OVERVIEW 280
- $17.13.2 \verb||FINANCIAL OVERVIEW|| 281$
- 17.13.3 PRODUCTS OFFERED 281
- 17.13.4 KEY DEVELOPMENTS 283

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

- 17.13.5 SWOT ANALYSIS 286
- 17.13.6 KEY STRATEGIES 286
- 17.14 TRANSSION 287
- 17.14.1 COMPANY OVERVIEW 287
- 17.14.2 FINANCIAL OVERVIEW 287
- 17.14.3 PRODUCTS OFFERED 288
- 17.14.4 KEY DEVELOPMENTS 290
- 17.14.5 SWOT ANALYSIS 293
- 17.14.6 KEY STRATEGIES 293
- 17.15 VIVO COMMUNICATION TECHNOLOGY CO. LTD. 295
- 17.15.1 COMPANY OVERVIEW 295
- 17.15.2∏FINANCIAL OVERVIEW: □295
- 17.15.3 PRODUCTS OFFERED 295
- 17.15.4 KEY DEVELOPMENTS 297
- 17.15.5 SWOT ANALYSIS 299
- 17.15.6 KEY STRATEGIES 300
- 17.16 XIAOMI CORPORATION 301
- 17.16.1 COMPANY OVERVIEW 301
- 17.16.2 FINANCIAL OVERVIEW 302
- 17.16.3 PRODUCTS OFFERED 302
- 17.16.4 KEY DEVELOPMENTS 305
- 17.16.5 SWOT ANALYSIS 309
- 17.16.6 KEY STRATEGIES 309
- 17.17 ZTE CORPORATION 310
- 17.17.1 COMPANY OVERVIEW 310
- 17.17.2∏FINANCIAL OVERVIEW∏311
- 17.17.3 PRODUCTS OFFERED 311
- 17.17.4 KEY DEVELOPMENTS 313
- 17.17.5 SWOT ANALYSIS 315
- 17.17.6 KEY STRATEGIES 315



Print this form

To place an Order with Scotts International:

Middle East & Africa Smartphone Market Research Report Forecast till 2032

Market Report | 2024-04-30 | 315 pages | Market Research Future

☐ - Complete the re	elevant blank fields and sign			
Send as a scann	ned email to support@scotts-intern	national.com		
ORDER FORM:				
Select license	License			Price
	Single User Price			\$2950.00
	Enterprisewide Price			\$5250.00
			VAT	
			Total	
*Please circle the relev	ant license option. For any questions pl	lease contact sunnort@so	cotts-international com or 0048 603 3	04 346
	at 23% for Polish based companies, indi			
U VAI WIII be daded t	te 25 % for Folish basea companies, mai	ividuais and Lo basea coi	inputities with the third to provide the	valia Eo vac Nambel
Email*		Phone*		
First Name*		Last Name*		
Job title*				
Company Name* [EU Vat / Tax ID / NIP number*		
Address*		City*		
Zip Code*		Country*		
		Date	2025-05-10	
		Signature		
		3		