

United States Smartphones Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

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Report description:

The United States smartphones market attained a volume of 162.02 Million Units in 2024. The industry is expected to grow at a CAGR of 4.00% during the forecast period of 2025-2034 to attain a volume of 239.83 Million Units by 2034.

United States Smartphones Market Growth

Smartphones have emerged as an inevitable part of lifestyle across the global population. The United States is one of the most developed countries in the world, with about 19 out of 20 people owning a cell phone. Out of the total population of 338.29 million in the United States, approximately 276.14 million people own smartphones.

The demand of United States smartphones market is driven by the widespread use of digital media, with citizens primarily engaging in activities such as gaming, social media, and entertainment on their devices. In Q1 2023, approximately 45% of the total web traffic in the country came from smartphones. Moreover, about 15% of adults used their smartphones to access the internet at home, having no broadband access or subscription.

Among operating systems, iOS is prominently used across the country. In Q4 2023, the shipment shares of Apple increased to 64%. iPhone is the popular brand running on the iOS system. In Q3 2023, smartphones with iOS operating systems made up about 55% of the smartphone market in the United States.

Key Trends and Recent Developments

Rising disposable income, expansion of 5G networks, and the integration of advanced features are driving the United States smartphones market value.

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November 2024

Chinese tech giant Huawei Technologies released the Mate 70 smartphone series featuring its HarmonyOS NEXT operating system in the United States. The Mate 70, priced at USD 758, follows the 2023 Mate 60 series. It boasts a satellite paging system, an improved processor, and a 40% performance improvement over its predecessors.

November 2024

Samsung announced its plans to release the Galaxy S25 Slim, its flagship product of the Galaxy S25 series, in early 2025. Listed as SM-S937U in the GSMA IMEI database, this phone is expected to be one of the thinnest smartphones from Samsung. It will likely feature either the Exynos 2500 or the Snapdragon 8 Elite processors.

October 2024

ZTE announced the Blade A75 5G, its latest budget smartphone, initially available in Mint Green and Diamond Black colours. The device features a 6.6-inch HD+ 120Hz display, an 8MP front camera, and a 50MP rear camera with an additional primary sensor and depth camera. It also includes a RAW Super Night mode for improved low-light photography.

May 2024

Sony launched the Xperia 1 VI as a successor to the Xperia 1 V. While the new model maintains a similar design to its predecessor, featured a frosted finish back panel, a 4K display replacing the FHD+ OLED screen, and a variable refresh rate between 1-120Hz, offering 50% more brightness. Additionally, it features three rear cameras with Exmor T sensors, and a front camera with a 24mm lens.

Rising Disposable Income is Impacting the United States Smartphones Market Revenue

With rising disposable income across the country, which had recorded a consistent growth of 0.1% between June to September 2024, according to the Bureau of Economic Analysis, consumers now have more purchasing power to upgrade to higher-end smartphones. This trend is fueling demand for premium smartphone devices with advanced features such as improved cameras, larger screens, and more powerful processors. The increase in income also allows consumers to access financing options such as instalment plans, making expensive smartphones more affordable.

Expansion of 5G Networks is Creating New United States Smartphones Market Opportunities

The expansion of 5G infrastructure across the United States is a major catalyst for smartphone upgrades. As 5G networks become more widely available, consumers are motivated to switch to 5G-enabled devices to take advantage of faster download speeds, lower latency, and improved connectivity. This also encourages carriers to offer bundled packages, further driving smartphone adoption.

Growing Number of Internet Users is Leading to the Growth of United States Smartphones Market

The increasing number of internet users in the country, especially via mobile devices, is driving the market. According to the National Telecommunications and Information Administration, the number of internet users in the country increased by 13 million between 2021 and 2023. As internet access becomes more integrated into everyday life, smartphones are no longer just communication tools but essential for banking, shopping, social media, entertainment, and remote work. The growth of digital services, including cloud-based applications, also enhances the demand for smartphones with higher processing capabilities.

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Integration of Advanced Features is Encouraging the United States Smartphones Market Development

Smartphone manufacturers are continuously integrating cutting-edge features such as AI-powered cameras, biometric security (e.g., facial recognition, fingerprint scanning), augmented reality (AR), and enhanced battery life. These technological advancements make smartphones more appealing to consumers, driving higher demand for the latest models. Additionally, the growing focus of sustainability, with longer-lasting batteries and recyclable materials is influencing consumer choice and accelerating upgrades to newer devices.

United States Smartphones Industry Segmentation

United States Smartphones Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Operating System

- Android
- iOS
- Others

Market Breakup by Distribution Channel

- OEM Stores
- Retailers
- Online
- Others

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

United States Smartphones Market Share

Some of the prominent states of US with high smartphone usage include Mississippi, Oklahoma, Alaska, Kentucky, and New Hampshire. Online purchases of smartphones are skyrocketing across the United States due to the convenience offered by them. Some of the states with high online purchases of consumer goods include California, Washington, Massachusetts, District of Columbia, Virginia, New Jersey, Rhode Island, and New Hampshire.

Leading Companies in United States Smartphones Market

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Market players are leveraging advanced technologies to improve their operating features and are engaged in launching new products at competitive prices to gain market share.

- Apple Inc.
- Samsung Electronics Co. Ltd.
- Alphabet Inc.
- Sony Group Corp.
- ZTE Corp
- Lenovo Group Ltd.
- HTC Corp
- HMD global Oy
- Others

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