

Global Handset and Smartphone Sales Forecast, 2013- 2018

Market Study
1Q 2014





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Abstract

Although the smartphone market in North America has slowed significantly as most mobile subscribers have already purchased their first smartphone, this is not the case in many regions of the world. Because less expensive smartphones have recently become available, smartphone growth has been significant in several developing regions of the world, including Latin America, the Middle East and Africa, Eastern Europe, and Asia-Pacific.

Because of this new growth, out of a total of 1.8 mobile handsets that were sold during 2013, sales of smartphones were greater than those of non-smartphones. By 2018 *iGR* forecasts that total handset sales will be 2.6 billion, of which 2.2 billion will be smartphones.

This market study forecasts the expected worldwide sales of handsets for 2013 to 2018. Sales are forecasted by type of device, both non-smartphones and smartphones, as well as by mobile operating systems. The sales numbers are forecasted globally, as well as for each of the following six regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan. This market study also overviews several smartphone OEMs, discusses the trends driving this market and provides profiles of almost twenty handset and device vendors.

Key Questions Addressed:

- Which OEMs provide smartphones to this market?
- What are the drivers of the smartphone market?
- What are the anticipated global handset and smartphone sales for 2013 to 2018?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan for 2013 to 2018?
- What are the anticipated sales for each smartphone operating system both globally and for each region of the world?

Who should read this report?

- Mobile operators
- Mobile device OEMs
- Mobile content providers and distributors

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- Financial analysts and investors.

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