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New *iG*R study forecasts smartphone sales to reach 85 percent of all handset sales by 2018

Increase in smartphone sales is due to declining prices and higher adoption in developing regions

AUSTIN, Texas, March 31st, 2014 – Although the smartphone market in the U.S. 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 *iG*R forecasts that total handset sales will be 2.6 billion, of which 2.2 billion will be smartphones.

“Many factors are driving the global increase in smartphone sales," said Iain Gillott, president and founder of *iG*R, a market research consultancy focused on the wireless and mobile industry. “First and foremost is the decrease in smartphone prices, which is making them more accessible in developing markets. The consumers in these developing markets are increasingly moving towards mobile devices, which support a portable, data-driven lifestyle.”

*iG*R’s new market research report, *Global Handset and Smartphone Sales Forecast, 2013-2018,* forecasts the expected worldwide sales of handsets for 2013 to 2018. Sales are forecasted by type of device, both non-smartphones and smartphones, and 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 major smartphone OEMs, as well as the trends driving this growing market.

The following key questions are addressed in the new research study:

- 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?

The information in this report will be valuable for:

- Mobile operators
- Mobile device OEMs
- Mobile content providers and distributors
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iG*R's website at www.*iG*R-inc.com**.** Alternatively, contact Iain Gillott at (512) 263-5682 or at Iain@*iG*R-inc.com for additional details.

*About iG*R

*iG*R is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iG*illottResearch, *iGR* is now entering its fourteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iG*R researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.