



Contact iGR

Iain Gillott

iain@iGR-inc.com

New iGR study forecasts smartphone sales to reach over 98 percent of all handset sales by 2020

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

AUSTIN, Texas, March 1st, 2016 – Although the smartphone market in developed regions of the world, including North America and Western Europe, has slowed significantly, this is not the case in other parts of the world. With the continued availability of inexpensive smartphones, smartphone growth has been significant in several developing regions, including the Middle East and Africa, Eastern Europe, and parts of Asia-Pacific.

Because of this new growth, out of a total of almost two billion mobile handsets that were sold during 2015, sales of smartphones were significantly greater than those of non-smartphones. By 2020 iGR forecasts that almost all of handset sales will be smartphones.

“Many factors are driving the global increase in smartphone sales,” said Iain Gillott, president and founder of iGR, 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 smartphones, which provide a portable, data-driven lifestyle.”

iGR’s new market research report, [**Global Handset and Smartphone Sales Forecast, 2015-2020: Still More Smartphones**](#), forecasts the expected worldwide sales of handsets for 2015 to 2020. 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 2015 to 2020?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan for 2015 to 2020?
- 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 *iGR*'s website at www.igr-inc.com. Alternatively, contact Iain Gillott at Iain@IGR-inc.com for additional details.

About iGR

iGR 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 *iGillottResearch*, *iGR* is now entering its sixteenth 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.

iGR 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.