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## **New *iGR* study forecasts that 95 percent of all global handset sales will be smartphones by 2022**

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

**AUSTIN, Texas, January 16th, 2018** – The smartphone market has slowed significantly in most developed regions of the world, although it is still experiencing growth in less developed regions, including Eastern Europe, and parts of Asia-Pacific, especially India. The continued availability of inexpensive smartphones and new mobile subscribers in some regions should help support continued but slowing smartphone growth.

Because of this new growth, out of a total of almost 1.9 billion mobile handsets that were sold during 2017, sales of smartphones were significantly greater than those of non-smartphones. *iGR*, a market research consultancy focused on the wireless and mobile industry, forecasts that by 2022, 95 percent of all handset sales will be smartphones.

“Many factors are driving the global increase in smartphone sales,” said Iain Gillott, president and founder of *iGR*. “First and foremost is the decrease in smartphone prices, which is making them as accessible as basic feature phones in both developing and mature markets. Consumers are increasingly moving towards smartphones, which provide a portable, data-driven lifestyle.”

*iGR*'s new market study, [Global Handset and Smartphone Sales Forecast, 2017-2022: Continued Growth of Smartphones](#), forecasts the expected worldwide sales of handsets for 2017 to 2022. 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 five regions: North America, Latin America, Europe, Middle East and Africa, and Asia-Pacific. This market study also overviews major smartphone OEMs, as well as the trends driving this market.

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

- What are the anticipated global handset and smartphone sales for 2017 to 2022?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, and Asia-Pacific for 2017 to 2022?

- What are the anticipated sales for each smartphone operating system both globally and for each region of the world?
- How do smartphone sales compare to overall mobile connections for each region of the world?
- Which OEMs provide smartphones to this market?
- What are the drivers of the smartphone market?

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](http://www.igr-inc.com). Alternatively, contact Iain Gillott at [iain@igr-inc.com](mailto: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 eighteenth 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; 5G NR, IMT-2020; 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](http://www.igr-inc.com).