

**Global Handset and
Smartphone Sales
Forecast, 2018-
2023: *Slow Growth
for Smartphones***

Market Study
1Q 2019





Global Handset and Smartphone Sales Forecast, 2018-2023: *Slow Growth for Smartphones*

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Table of Contents

Abstract	1
Executive Summary	2
Table A: Global Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023 ..	2
Figure A: Global Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023 ..	2
Table B: Global Smartphone and Non-Smartphone Sales, 2018-2023	3
Figure B: Global Smartphone and Non-Smartphone Sales, 2018-2023	4
What This Means	4
Methodology	5
Global Regions Defined	6
Asia-Pacific	6
Europe	6
Latin America	6
Middle East and Africa	6
North America	7
Continued OEM competition	8
Apple	8
Huawei	8
LG	8
Lenovo	8
Microsoft	9
OPPO	9
Samsung	9
Sony	9
vivo	9
Xiaomi	10
ZTE	10
Smartphone Market Drivers	11
Consumer expectations	11
Continued handset replacement	12
Increasing value proposition	12
Changes in business use	13
Increased processor speeds	13
Improved screen resolution	14
Move to LTE and 5G	14
Improved cameras	14
Increasing software functionality, apps and services	15
OTT Services	15
Mobile Operating Systems	15
NFC and Mobile Payment	16

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Battery life	16
Water resistance	16
Security	16
Global Handset Sales Forecast: 2018 - 2023	17
Major Forecast Assumptions	17
Global Handset Forecast, 2018-2023	18
Table 1: Global Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	18
Figure 1: Global Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	19
Global Handset Forecast by Region, 2018-2023	19
Table 2: Global Mobile Handset Sales by Region, 2018-2023 (units)	19
Figure 2: Global Mobile Handset Sales by Region, 2018-2023 (units)	20
Table 3: Global Mobile Handset Sales by Region, 2018-2023 (percentages)	20
Figure 3: Global Mobile Handset Sales by Region, 2018-2023 (percentages)	21
Global Handset Forecast by Type, 2018-2023	21
Table 4: Global Mobile Handset Sales by Handset Type, 2018-2023	21
Figure 4: Global Mobile Handset Sales by Handset Type, 2018-2023	22
Global Smartphone Forecast by Region, 2018-2023	22
Table 5: Global Smartphone Sales Forecast by Region, 2018-2023 (units)	22
Figure 5: Global Smartphone Sales Forecast by Region, 2018-2023 (units)	23
Table 6: Global Smartphone Sales Forecast by Region, 2018-2023 (percent share)	23
Figure 6: Global Smartphone Sales Forecast by Region, 2018-2023 (percent share)	24
Global Smartphone Sales Forecast by Operating System, 2018-2023	24
Table 7: Global Mobile OS Sales Forecast, 2018-2023 (units)	25
Figure 7: Global Mobile OS Sales Forecast, 2018-2023 (units)	25
Table 8: Global Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	26
Figure 8: Global Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	26
North America Handset Sales Forecast: 2018-2023	27
North America Handset Forecast, 2018-2023	27
Table 9: North America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	27
Figure 9: North America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	28
North America Handset Forecast by Type, 2018-2023	28
Table 10: North America Mobile Handset Sales by Handset Type, 2018-2023	28
Figure 10: North America Mobile Handset Sales by Handset Type, 2018-2023 (units)	29
North America Smartphone Sales Forecast by Operating System, 2018-2023	29
Table 11: North America Mobile OS Sales Forecast, 2018-2023 (units)	29
Figure 11: North America Mobile OS Sales Forecast, 2018-2023 (units)	30
Table 12: North America Mobile OS Forecast, 2018-2023 (Percentage Share)	30
Figure 12: North America Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	31
Latin America Handset Sales Forecast: 2018-2023	32
Latin America Handset Forecast, 2018-2023	32
Table 13: Latin America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	32

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Figure 13: Latin America Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	33
Latin America Handset Forecast by Type, 2018-2023.....	33
Table 14: Latin America Mobile Handset Sales by Handset Type, 2018-2023	33
Figure 14: Latin America Mobile Handset Sales by Handset Type, 2018-2023 (units)	34
Latin America Smartphone Forecast by Operating System, 2018-2023	34
Table 15: Latin America Mobile OS Forecast, 2018-2023 (units)	34
Figure 15: Latin America Mobile OS Forecast, 2018-2023 (units)	35
Table 16: Latin America Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	35
Figure 16: Latin America Mobile OS Sales Forecast, 2018-2023 (Percentage Share).....	36
Europe Handset Sales Forecast: 2018-2023.....	37
Europe Handset Forecast, 2018-2023.....	37
Table 17: Europe Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	37
Figure 17: Europe Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	37
Europe Handset Forecast by Type, 2018-2023	38
Table 18: Europe Mobile Handset Sales by Handset Type, 2018-2023	38
Figure 18: Europe Mobile Handset Sales by Handset Type, 2018-2023 (units)	39
Europe Smartphone Sales Forecast by Operating System, 2018-2023.....	39
Table 19: Europe Mobile OS Sales Forecast, 2018-2023 (units).....	39
Figure 19: Europe Mobile OS Sales Forecast, 2018-2023 (units).....	40
Table 20: Europe Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	40
Figure 20: Europe Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	41
Middle East and Africa Handset Sales Forecast: 2018-2023.....	42
Middle East and Africa Handset Forecast, 2018-2023	42
Table 21: MEA Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	42
Figure 21: MEA Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023	43
Middle East and Africa Handset Sales Forecast by Type, 2018-2023	43
Table 22: Middle East and Africa Mobile Handset Sales by Handset Type, 2018-2023	44
Figure 22: Middle East and Africa Mobile Handset Sales by Handset Type, 2018-2023 (units)	44
Middle East and Africa Smartphone Sales Forecast by Operating System, 2018-2023.....	45
Table 23: Middle East and Africa Mobile OS Sales Forecast, 2018-2023 (units)	45
Figure 23: Middle East and Africa Mobile OS Forecast, 2018-2023 (units)	45
Table 24: Middle East and Africa Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	46
Figure 24: Middle East and Africa Mobile OS Sales Forecast, 2018-2023 (Percentage Share)	46
Asia-Pacific Handset Sales Forecast: 2018-2023	47
Asia-Pacific Handset Forecast, 2018-2023	47
Table 25: Asia-Pacific Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023.....	47

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Figure 25: Asia-Pacific Mobile Handset Sales as a Percentage of Mobile Connections, 2018-2023.....	47
Asia-Pacific Handset Sales Forecast by Type, 2018-2023	48
Table 26: Asia-Pacific Mobile Handset Sales by Handset Type, 2018-2023	48
Figure 26: Asia-Pacific Mobile Handset Sales by Handset Type, 2018-2023 (units).....	49
Asia-Pacific Smartphone Sales Forecast by Operating System, 2018-2023	49
Table 27: Asia-Pacific Mobile OS Sales Forecast, 2018-2023 (units)	49
Figure 27: Asia-Pacific Mobile OS Sales Forecast, 2018-2023 (units).....	50
Table 28: Asia-Pacific Mobile OS Sales Forecast, 2018-2023 (Percentage Share).....	50
Figure 28: Asia-Pacific Mobile OS Forecast, 2018-2023 (Percentage Share).....	51
Definitions	52
Definitions Table	52
About iGR.....	73
Disclaimer	73

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Abstract

The handset and smartphone market has slowed significantly in most developed regions of the world, although it is still experiencing some growth in less developed regions. The continued availability of inexpensive smartphones and the addition of new mobile subscribers in some developing regions should help support continued but slowing smartphone growth.

This market study forecasts the expected worldwide sales of handsets between 2018 and 2023. Sales are forecasted by type of device, both non-smartphones and smartphones, as well as by mobile operating system. 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 several smartphone OEMs and discusses the trends driving this market.

Key Questions Addressed:

- What are the anticipated global handset and smartphone sales for 2018 to 2023?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, and Asia-Pacific between 2018 and 2023?
- What are the expected sales for Android and iOS smartphones 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 the majority of smartphones to this market?
- What are the drivers of the smartphone market?

Who should read this report?

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

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