



Contact iGR

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## **New iGR study forecasts global handset and smartphone sales through 2023**

### ***Continued slow growth in sales is expected as devices are adopted in developing regions***

**AUSTIN, Texas, February 5th, 2019** – Smartphones, portable gateways to constant voice and data connectivity, have become indispensable to most consumers in developed regions, and in developing regions the smartphone often functions as the only access to the Internet.

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.

“Reasonable smartphone prices, when compared to basic feature phone prices, have continued to drive adoption of smartphones in developing markets,” said Iain Gillott, president and founder of iGR. “Although the industry will not see the high growth rates of years past, iGR expects slow, continued growth in sales.”

iGR’s new market study, [Global Handset and Smartphone Sales Forecast, 2018-2023: Slow Growth for Smartphones](#), forecasts the expected worldwide sales of handsets between 2018 and 2023. 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. The market study also overviews major 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 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 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 the majority of 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 in its nineteenth 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: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).