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New iGR study forecasts global mobile device sales through 2024

Slow growth is expected in the sales of smartphones and tablets

AUSTIN, Texas, February 28th, 2020 – 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 where the availability of inexpensive smartphones and the addition of new mobile subscribers contribute to continued but slowing smartphone growth. The tablet market has matured and is also characterized by slow sales, partially due to mobile consumers replacing and upgrading their tablets much less frequently than their smartphones.

iGR, a market research consultancy focused on the wireless and mobile industry, has recently released a new market study that forecasts the sales of mobile devices, including handsets, smartphones and tablets, for the next five years.

“Although the industry will not see the high growth rates of years past, the continued adoption of smartphones in developing markets will provide slow but steady growth in smartphone sales,” said Iain Gillott, president and founder of iGR. “Meanwhile, the use of tablets in enterprise and retail will augment slow consumer tablet sales.”

iGR’s market study, [**Global Mobile Device Sales Forecast, 2019-2024: Handsets, Smartphones and Tablets**](#), forecasts the expected worldwide sales of mobile devices between 2019 and 2024. Handset sales are forecasted by type of device (non-smartphones and smartphones) and mobile operating system, and tablet sales are also forecast 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. The market study also provides overviews of trends driving this market and major vendors.

The following key questions are addressed in the new study:

- What are the anticipated global handset and smartphone sales for 2019 to 2024?
- What are the anticipated global tablet sales for 2019 to 2024?

- What are the anticipated mobile device sales for North America, Latin America, Europe, Middle East and Africa, and Asia-Pacific?
- What are the expected sales for Android, iOS and Windows smartphones and tablets both globally and for each region of the world?
- How do handset sales compare to overall mobile connections for each region of the world?
- What are the drivers of the mobile device market?

The information in this market study will be valuable for:

- Mobile operators
- Mobile Device OEMs
- Mobile content providers and distributors
- Financial analysts and investors

The new market study 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 in its twentieth 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, and enterprise private LTE.

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