

U.S. Smartphone Forecast, 2011- 2016

Market Study
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Abstract

Within 2011 alone, U.S. users were buying considerably more smartphones than they were in 2010. By the end of the year, approximately 76 percent of handsets sold were smartphones. This report, *iGR's U.S. Smartphone Market forecast*, previews the expected sales for 2011-2016 both in terms of non-smartphone, and smartphone devices and mobile operating systems (OSes). Recent trends within the market are also discussed and applied to the conversation about the future of handset sales to end users through 2016.

At present, the smartphone market has hit something of a design impasse, with all OEMs attempting to out-design Apple with a 'shiny black glass block' design approach (although materials vary, the design similarities between smartphones are amazingly small at present). And given the growth in smartphone sales together with the very high market entry costs, *iGR* believes it unlikely that significant new OEMs will enter the market in the next few years.

That said, we expect that competition among the existing players will continue to intensity. The U.S. smartphone market is likely to be a very competitive environment for the remainder of the forecast period.

iGR anticipates that the majority of growth in the U.S. smartphone market segment will occur prior to 2014. This suggests that equipment vendors and manufacturers, as well as software developers, are likely to see the greatest gains should they enter the market earlier on. Such front-loaded expansion also indicates that certain mobile OSes, especially Apple and Android who are the current market leaders, may be better poised for sustained long-term growth than other mobile OSes who are either just entering the market or currently faltering/repositioning.

Key Questions Addressed:

- What were U.S. handset sales from 2009- present?
- What were U.S. smartphone sales from 2009- present?
- What are the current U.S. wireless device trends?
- What are current U.S. wireless consumer trends?
- What are the current trends in U.S. wireless services?
- What are the anticipated U.S. handset sales for 2012-2016?
- What are the expected U.S. smartphone sales for 2012-2016?
- Which smartphone operating systems are expected to prevail in 2012-2016?

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- What are the expected sales for the major smartphone OS in the U.S. in 2012-2016?

This report is recommended for:

- Cellular carriers, particularly those in the U.S.
- Private/ Independent mobile device retailers with U.S. customers
- Mobile device OEMs interested in the U.S. market
- Mobile software developers creating content for U.S. end users.
- Financial and investment analysts

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