

Global Handset and Smartphone Forecast, 2012- 2017

Market Study
2Q 2013





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Abstract

The worldwide population, which surpassed seven billion people in 2012, is expected to continue its steady growth over the next five years. Globally, smartphone sales will also increase at a steady pace. As smartphones become more affordable worldwide, more and more consumers are choosing smartphones as either their first mobile device or as a replacement to their basic feature or texting phone. By 2017, *iGR* forecasts that total handset sales will be 2.7 billion, of which 2 billion will be smartphones.

This report forecasts the expected worldwide sales of handsets for 2012-2017. 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 six regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan. This market study also overviews the smartphone OEMs, as well as the trends driving this growing market.

Key Questions Addressed:

- Which OEMs currently provide smartphones to this market?
- What are the current trends in smartphone design and consumer usage?
- What are the anticipated global handset and smartphone sales for 2012 to 2017?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan for 2012 to 2017?
- What are the anticipated sales for each smartphone operating system both globally and for each region of the world in 2012-2017?

Who should read this report?

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

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