

**Global Handset and
Smartphone Sales
Forecast, 2014-
2019: Mixed
Smartphone Trends**

Market Study
1Q 2015





Global Handset and Smartphone Sales Forecast, 2014-2019: Mixed Smartphone Trends

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iGR

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Abstract

Although the smartphone market in developed regions of the world, including North America and Western Europe, has slowed significantly, this is not the case in other parts of the world. Because inexpensive smartphones have become available, smartphone growth has been significant in several developing regions, including Latin America, the Middle East and Africa, Eastern Europe, and Asia-Pacific.

Because of this new growth, out of a total of almost 2 billion mobile handsets that were sold during 2014, sales of smartphones were significantly greater than those of non-smartphones. By 2019 *iGR* forecasts that total handset sales will reach 2.6 billion, of which 2.4 billion will be smartphones.

This market study forecasts the expected worldwide sales of handsets for 2014 to 2019. Sales are forecasted by type of device, both non-smartphones and smartphones, as well as by 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 several smartphone OEMs, discusses the trends driving this market and provides profiles of almost twenty handset and device vendors.

Key Questions Addressed:

- Which OEMs provide smartphones to this market?
- What are the drivers of the smartphone market?
- What are the anticipated global handset and smartphone sales for 2014 to 2019?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan for 2014 to 2019?
- What are the anticipated sales for each smartphone operating system both globally and for each region of the world?

Who should read this report?

- Mobile operators
- Mobile device OEMs
- Mobile content providers and distributors

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- Financial analysts and investors.

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