

**Global Handset and
Smartphone Sales
Forecast, 2015-
2020: *Still more
smartphones***

Market Study
1Q 2016





Global Handset and Smartphone Sales Forecast, 2015-2020: *Still more smartphones*

Market Study

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iGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

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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. With the continued availability of inexpensive smartphones, smartphone growth has remained strong in several developing regions, including the Middle East and Africa, Eastern Europe, and parts of Asia-Pacific.

Because of this new growth, out of a total of almost two billion mobile handsets that were sold during 2015, sales of smartphones were significantly greater than those of non-smartphones. *iGR* forecasts that by 2020 almost all handset sales will be smartphones.

This market study forecasts the expected worldwide sales of handsets for 2015 to 2020. 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 many 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 2015 to 2020?
- What are the anticipated handset and smartphone sales for North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan for 2015 to 2020?
- 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
- Financial analysts and investors.

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