

**Global Mobile  
Device Sales  
Forecast, 2019-  
2024: *Handsets,  
Smartphones and  
Tablets***

Market Study  
1Q 2020





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# **Global Mobile Device Sales Forecast, 2019-2024: *Handsets, Smartphones and Tablets***

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## Market Study

Published 1Q 2020  
Version 1.0  
Report Number: 01Q2020-09

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## Abstract

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The mobile device market, including handsets, smartphones and tablets, has slowed significantly in most regions of the world. However, the continued availability of inexpensive devices and the addition of new mobile subscribers in some developing regions should help support continued but slow sales growth.

This market study forecasts the expected worldwide sales of mobile devices between 2019 and 2024. Sales are forecasted by type of device, non-smartphones, smartphones and tablets, as well as 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. This market study also discusses the trends driving this market.

Key Questions Addressed:

- 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?

Who should read this report?

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

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