Smartphones - Global Strategic Business Report

Description:
This report analyzes the worldwide markets for Smartphones in Thousand Units by the following Operating Systems: Symbian, Android, iOS, Blackberry, Windows, and Others. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America.

Annual estimates and forecasts are provided for the period 2013 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 80 companies including many key and niche players such as -
- Apple Inc.
- Blackberry
- Fujitsu Limited
- Google Inc.
- HTC Corporation

Contents:

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW

Mobile Communications Industry: A Prelude
Table 1: Global Mobile Telecommunications Sector (2014): Number of Mobile Cellular Subscriptions and Active Mobile Broadband Subscriptions for the Americas, Europe, CIS Countries, Asia-Pacific, the Middle East, and Africa (includes corresponding Graph/Chart)
Table 2: Global Subscriptions (in Millions) for Total Mobile, Smartphone, Mobile PC/Tablet/Mobile Router, Mobile Broadband, Mobile GSM/EDGE, Mobile WCDMA/HSPA, and Mobile LTE: 2014E & 2020P (includes corresponding Graph/Chart)
Key Milestones in the Telecom Industry
Smartphones: Communicating the 'Smart Way'
'Versatility': The Hallmark of Smartphones
Smartphone Penetration: Foundation for Market Growth
Table 3: Smartphone Penetration Worldwide (as a Percentage of Total Population) for Major Countries: 2014E (includes corresponding Graph/Chart)
Table 4: Smartphone Penetration Rate (%) for Select Countries Worldwide as a Percentage of Mobile Phone Users: 2014 (includes corresponding Graph/Chart)
The Ubiquity of Smartphones in a Nutshell
Table 5: Most Performed Activity Using Smartphones: 2014 (includes corresponding Graph/Chart)
Recession in Retrospect and the Road Ahead
Global Outlook
Developing Countries Continue to Turbo Charge Growth in the Market
Table 6: Middle-Class Consumer Spending Across Developed and Developing Regions (2013 & 2030F): Percentage Breakdown by Region (includes corresponding Graph/Chart)
Table 7: Percentage Share Breakdown of Global Mobile Subscriptions by Region: January 2014 (includes corresponding Graph/Chart)
Table 8: Global Mobile Subscriptions (January 2014): Percentage Breakdown by Country (includes
corresponding Graph/Chart
Table 9: Top 10 Countries with Active Mobile Subscriptions (in Millions): January 2014 (includes corresponding Graph/Chart)
China: The World's Largest Smartphones Market
India: The Fastest Growing Smartphone Market in the World
Table 10: Global Smartphones Market
Major Countries Ranked by CAGR for 2014-2020: US, Canada, Japan, France, Germany, Italy, UK, Russia, China, India, and Brazil (includes corresponding Graph/Chart)
Focus on Developed Nations Also Increasingly Important

2. COMPETITION
Smartphones Marketplace: Extremely Competitive
Table 11: Leading Players in the Global Smartphones Market (2014E): Percentage Share Breakdown of Smartphone Shipments for Apple, Coolpad, HTC, Huawei, Lenovo, LG, Motorola, Samsung, Sony, Xiaomi, ZTE, and Others (includes corresponding Graph/Chart)
Samsung Emerges as the Market Leader Followed by Apple Leaving Blackberry Way Behind
Apple Continues to Wield Immense Influence in the High End Segment
What Made Apple's iPhone Click!
The Rise & Fall of Blackberry
Nokia Fades into History
Samsung and Apple Face Increasing Competition from Chinese Brands
Xiaomi Makes a Disruptive Entry into the Top Five Leadership Group
Onus on Apple & Samsung to Adapt to Transforming Market Dynamics
Amazon's Fire Fails to Burn
Competition: Noteworthy Trends
Polarization: An Undeniable Reality
Low Entry Barriers Support Disruptive Developments
Major Web Companies Set to Spearhead Next Disruption
Form Factor Emerges a Key Product Differentiator in an Increasingly Homogenous Market
Critical Value of Intellectual Property (IP) Rise in Prominence
Wearable Technology: An Emerging Instrument to Ensure Customer Loyalty
Rising Competition among Chipset Players Drive down Manufacturing Costs
Chipset Manufactures in the West Eye Lucrative Chinese Smartphone OEMs
Personalization to Define Competitiveness
Vendors Need to Prove Worth against the Wave of Android and iOS Devices
Value-Added Services: A Must to Beat Competition
Vendors Offer Differentiation through Software and Service
Software Centric Vendors Gain Prominence
Smartphone Vendors Wake Up to the Potential of Open Source Software
Integration of USB Flash Drives in Smartphones to Benefit Manufacturers
Pricing Variables Coming Down
Replacement Sales Will be Key
Distribution Mechanism Widens for Mobile Devices
Pricing Pressures & Competitive Challenges
Smartphone Vendors Must Work Hard to Keep Operators Loyal!
Mobile Network Operator Subsidy Models to Undergo Further Transformation
The Changing Landscape of Smartphone OS Market
Apps Support Eco-System: The Focal Driver for Success of Smartphone Platform
Android OS Emerges as the Clear Market Leader
Samsung Leads the Android Ecosystem in the Near Term
Android One Standard Sets the Stage for Lower Priced Android Smartphones
Microsoft's Windows Strategy
Symbian Platform Fades into Oblivion
Firefox OS Powered Mobile Devices Makes an Entry
Firefox OS Paves the Way for Inexpensive Smartphones

3. MARKET TRENDS, ISSUES & DRIVERS
Surging Mobile Data Traffic Sets the Perfect Platform for Market Growth
Table 12: Monthly Mobile Data Traffic (in MB) for Smartphones, Mobile PCs and Tablets: 2014E & 2020P (includes corresponding Graph/Chart)
Video to Contribute Significantly to Mobile Data Traffic Volumes on Smartphones
and Updates, Video, Web Browsing, and Other Applications (includes corresponding Graph/Chart)
Expanding Internet User Base Generate Huge Market Opportunities
Opportunity Indicators:
Table 14: Number of Users Worldwide (in Billions) for Internet, Social Networks, and Mobile Devices: 2014E
(includes corresponding Graph/Chart)
Table 15: Internet Users Worldwide by Geographic Region (2013): Percentage Share Breakdown for Asia-
Pacific, Europe, North America, Latin America, Africa, and Middle East (includes corresponding Graph/Chart)
Table 16: Internet Penetration Rates (%) Worldwide by Geographic Region: 2014E (includes corresponding
Graph/Chart)
Table 17: Top Ten Internet Countries Worldwide (2014E): Ranked on the Basis of Number of Internet Users in
Millions (includes corresponding Graph/Chart)
Table 18: Internet Penetration Rate Worldwide (%) by Gender: 2013 (includes corresponding Graph/Chart)
'Social Networking on the Move' Drives Market Expansion
Table 19: Mobile Social Networking Market Worldwide (2014E): Percentage of Mobile Subscribers Accessing
Mobile Web in Major Countries (includes corresponding Graph/Chart)
Table 20: Mobile Social Media Apps Market Worldwide (2014E): Percentage of Mobile Users Accessing Social
Media Apps in Major Countries (includes corresponding Graph/Chart)
Global Mobile Subscriber Base: An Important Opportunity Indicator
Table 21: Mobile Subscriptions Worldwide (2014E): Percentage Breakdown by Country (includes corresponding
Graph/Chart)
Table 22: Top 10 Countries Worldwide with Active Mobile Subscriptions (in Millions): 2014E (includes
corresponding Graph/Chart)
Table 23: Mobile Penetration Rate (%) Worldwide by Geographic Region: 2014E (includes corresponding
Graph/Chart)
Table 24: Mobile Penetration (as a Percentage of Total Population) for Major Countries Worldwide: 2014E
(includes corresponding Graph/Chart)
Transition from 3G to 4G to Drive Replacement Demand for Smartphones
Number of Subscriptions by Technology (includes corresponding Graph/Chart)
Smartphones as Entertainment Devices Heralds the Advent of ‘Phablets’
Apple Warms up to the ‘Phablet’ Phenomena
Multi-SIM Smartphones Offer Significant Growth Opportunities
High-End Smartphone Segment Shrinks while the Budget Phone Segment Takes Off
Table 26: Global Smartphones Market (2012 & 2013): Percentage Share Breakdown of Sales by Price Range
(includes corresponding Graph/Chart)
Table 27: Global Smartphones Market (2012 & 2013): Percentage Share Breakdown of Sales by Price Range
and Vendor (includes corresponding Graph/Chart)
Smartphones to Cannibalize Feature Phones Market in the Long Run
Table 28: Global Mobile Phones Market: Percentages Share Breakdown of Shipments by Feature Phones and
Smartphones: 2010-2017P (includes corresponding Graph/Chart)
Innovative Mobile Apps Drive Growth in the Smartphone Market
Category (includes corresponding Graph/Chart)
Smartphones: A Key Enabler of M-Commerce
Select Innovative Mobile Apps for M-Commerce: Name and Brief Description
Smartphone Security: The Need of the Hour
Android Based Smartphones More Prone to Security Breaches?
Holistic Solution: The Way to Go
Enabling Smartphone Security: Best Practices to Follow
Enterprise Mobility Drives Demand for Smartphones
Wireless Gaming Offers Opportunities on a Platter
Smartphones Generate New Advertising and Marketing Opportunities
Carriers to Promote Smartphones for Higher ARPU
GPS Becomes a Key Function in Smartphones
E-Marketing Channels Emerge Into a Major Retailing Avenue
Favorable Demographic Trends Strengthens Market Prospects
Table 30: Gender-wise Breakup of Internet Usage among Smartphone Users: 2013 (includes corresponding
Graph/Chart)
Table 31: Age-wise Breakup of Internet Usage among Smartphone Users: 2013 (includes corresponding
Graph/Chart)
Table 32: Area-wise Breakup of Internet Usage among Smartphone Users: 2013 (includes corresponding
Graph/Chart)
4. SMARTPHONE INNOVATIONS & ADVANCEMENTS
Smartphones Evolve as Focal Point for Several Interconnected Devices
Smartphones as Remote Control for Machine-to-Machine Communications
Google's Modular Phone Concept Paves the Way for Custom Smartphones
Apple's Fall-Resistant Smartphone Technology
Fuel Cells in Smartphones Eliminate Limitations of Li-ion Batteries
Photovoltaic Screens to Extend Battery Life in Smartphones
Graphene in Smartphone Increases Device Flexibility
Voice & Gesture Recognition Takes User Interactivity to the Next Level
Cost-Effective Augmented Reality to Become a Standard Smartphone Feature
Biometrics for Enhancing Security and Personalization of Smartphones
Nano-Coatings for Device Protection
Wireless Charging for Future Smartphones
Wearable Accessories Revolutionize the Smartphone Ecosystem
Near Field Communication (NFC) for Easy Device Pairing
Pico-Projectors in Smartphones Enhance the Entertainment Quotient
Smartphone Camera Resolutions: The Saga Continues
Enhancing Zoom & Low-Light Photography Capabilities: Next Focus Areas
High Resolution Front-Facing Cameras for Selfies & Groupfies
Twisting Cameras Eliminate Drawbacks of Front Facing Cameras
High Definition Displays in Smartphones Scale New Heights
3D Display Screens Aid Product Differentiation
Smartphone Market Ripe for Stereoscopic 3D Display Technologies
Table 33: World Market for Stereoscopic 3D Screens (2018P): Percentage Share Breakdown of Volume Shipments by End-Use Application (includes corresponding Graph/Chart)
Future Smartphone Innovations to be More Adap
Table to User Environment

5. PRODUCT OVERVIEW
Smartphones
Types of Smartphones
Low-End Smartphones
High-End Smartphones
Operating Systems

6. PRODUCT INNOVATIONS/INTRODUCTIONS
HTC to Introduce HTC One M9 Smartphone
Japanese Carrier Designs Infobar Smartphone
Samsung to Introduce New Range of Galaxy Series Smartphones
LG to Introduce Curved G Flex 2 Smartphone
Microsoft Research Unveils AutoCharge Wireless Charging
Microsoft to Introduce Windows 10 Powered Smartphone
Samsung Introduces Galaxy A7 Smartphone in China and Russia
Infinix Launches Infinix Hot X507 Android Smartphone
HTC Introduces Desire 620G and 620 Smartphones
Qualcomm Introduces Snapdragon 810 SoC Chipset for Tablets and Smartphones
Blackberry Rolls Out BlackBerry® Passport in White and Red Colors
Microsoft Unveils Lumia 535 Dual SIM and Lumia 535 Smartphones
O+ Unveils 360 Series Smartphones
LG Rolls Out LG G2 Lite and L Prime Smartphones in Brazil
LAVA Unveils Long Endurance Iris Fuel Series Smartphones
Samsung Introduces Galaxy A Series Smartphones with A3 and A5 Models
Oppo Launches Oppo R5 Smartphone
Lenovo Rolls Out Lenovo S856 and A606 Series Smartphones
ZTE Launches ZTE STAR 1 Smartphone in Malaysia
Samsung Expands Galaxy Note Series with Galaxy Note 4 in India
HTC Unveils Desire Eye Smartphone
Blackberry® Launches BlackBerry Passport in Hong Kong
Alcatel Partners with Mozilla to Introduce Firefox Powered Smartphones
Samsung Rolls Out Galaxy Grand Prime in India
Obi Introduces Five new Entry Level Smartphones in India
Microsoft Introduces Nokia Lumia 730, 830 and 735 Series
Microsoft Introduces Nokia X2 Smartphone in India
ZTE Unveils New Kis and Blade Series Smartphones
Lenovo Introduces VIBE Z2 and VIBE X2 Smartphone Models
Panasonic Launches ELUGA U Smartphone in India
BlackBerry Introduces BlackBerry® Z3 in the Hong Kong
ZTE Introduces 4G LTE Enabled Qing Yang 2 Smartphone
Google Launches Android One Initiative
BlackBerry to Introduce Z3 in the Middle Eastern Market
BlackBerry® Introduces Z3 Smartphone in Malaysia
Samsung Introduces Broadband LTE-A Enabled Galaxy S5 Smartphone
Micromax Launches Windows Powered Canvas Win W092 and Canvas Win W121
ZTE Introduces KIS3, Blade L2 and Nubia Z5s Mini in Indonesia
Samsung Unveils Samsung Z Pioneering Tizen Powered Smartphones
LG Launches G3 Smartphone Featuring Laser Focus Capability
Motorola Launches Moto E and 4G LTE Enabled Moto G Smartphones
Microsoft Introduces Windows Phone 8.1 Powered Lumia 630 Smartphone
Samsung Unveils Galaxy K Zoom Smartphone
ZTE Introduces Nubia X6 Smartphone
Lenovo Introduces S850, S660, S860 S Series Smartphone
Nokia Introduces X+, XL and X Android Smartphones
ZTE Introduces Firefox OS Powered Open II and Open C Smartphones
BlackBerry Introduces BlackBerry® 10 Smartphone
HTC Introduces HTC Desire 610 Smartphone
BlackBerry Unveils BlackBerry® Z3 Smartphone
Asus Introduces ZenFone 6, ZenFone4 and Zen Fone 5 Series
Lenovo Unveils Vibe Z LTE Enabled Smartphone

7. RECENT INDUSTRY ACTIVITY
Xiaomi to Foray into Russian and Brazilian Markets
Samsung to Use Proprietary Microprocessors in its Next Generation Galaxy S Smartphones
Odebrecht Inks Contract with BlackBerry for Acquiring 3,500 BlackBerry 10 Powered Smartphones
Sony Partners with Brightex to Market Smartphones in Pakistan
Lenovo Acquires Motorola Mobility from Google
Microsoft Acquires Nokia and Merge Operations

8. FOCUS ON SELECT PLAYERS
Apple Inc. (US)
Blackberry (Canada)
Fujitsu Limited (Japan)
Google Inc. (US)
HTC Corporation (Taiwan)
Huawei Technologies Co. Ltd (China)
Lenovo (China)
Motorola Mobility, Inc. (US)
LG Electronics (South Korea)
Microsoft Corporation (US)
Mozilla Corporation (US)
Samsung Electronics Co., Ltd (South Korea)
Sharp Corporation (Japan)
Sony Mobile Communications Inc. (Japan)
Xiaomi (China)
Yulong Computer Telecommunication Scientific Co. Ltd. ( Coolpad) (China)
ZTE Corporation (China)

9. GLOBAL MARKET PERSPECTIVE
Table 34: Global Recent Past, Current & Future Analysis for Smartphones by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently
Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 35: Global Historic Review for Smartphones by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently
Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 36: Global 12-Year Perspective for Smartphones by Geographic Region
Percentage Breakdown of Unit Shipments for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 37: Global Historic and Recent Past Analysis for Symbian Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 38: Global Recent Past, Current & Future Analysis for Android Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 39: Global Historic Review for Android Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 40: Global 12-Year Perspective for Android Operating System by Geographic Region
Percentage Breakdown of Unit Shipments for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 41: Global Historic Review for iOS Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 42: Global 12-Year Perspective for iOS Operating System by Geographic Region
Percentage Breakdown of Unit Shipments for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 43: Global Recent Past, Current & Future Analysis for Blackberry Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 44: Global Historic Review for Blackberry Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 45: Global 12-Year Perspective for Blackberry Operating System by Geographic Region
Percentage Breakdown of Unit Shipments for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 46: Global Recent Past, Current & Future Analysis for Windows Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 47: Global Historic Review for Windows Operating System by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 48: Global 12-Year Perspective for Windows Operating System by Geographic Region
Percentage Breakdown of Unit Shipments for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 49: Global Recent Past, Current & Future Analysis for Other Operating Systems by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 50: Global Historic Review for Other Operating Systems by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 51: Global 12-Year Perspective for Other Operating Systems by Geographic Region
Percentage Breakdown of Unit Shipments for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa,
III. MARKET

1. THE UNITED STATES
   A. Market Analysis
      Table 53: Smartphone Users (in Millions) in the United States: 2011-2017E (includes corresponding Graph/Chart)
      Table 54: US Internet Usage Trends among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
      Table 55: Mobile Users Penetration (%) of Leading Smartphone Apps in the US: 2014 (includes corresponding Graph/Chart)
      Table 56: Most Popular Activities on Smartphones in the US: 2014 (includes corresponding Graph/Chart)
   B. Competitive Scenario
      Table 57: Leading Players in the US Smartphones Market (2014E): Percentage Market Share Breakdown for Apple, HTC, LG, Motorola, Samsung, and Others (includes corresponding Graph/Chart)
   C. Product Launches
   D. Strategic Corporate Development
      Select Key Players
   E. Market Analytics
      Table 58: US Recent Past, Current & Future Analysis for Smartphones by Operating System
      Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
      Table 59: US Historic Review for Smartphones by Operating System
      Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
      Table 60: US 12-Year Perspective for Smartphones by Operating System
      Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

2. CANADA
   A. Market Analysis
      Key Statistical Findings
      Table 61: Canadian Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
      Table 62: Canadian Recent Past, Current & Future Analysis for Smartphones by Operating System
      Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
      Table 63: Canadian Historic Review for Smartphones by Operating System
      Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
      Table 64: Canadian 12-Year Perspective for Smartphones by Operating System
      Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
   B. Market Analytics
      Table 65: Leading Players in the Canadian Smartphones Market (2014E): Percentage Share Breakdown of Sales for Apple, Fujitsu, Samsung, Sharp, Sony, and Others (includes corresponding Graph/Chart)
      Table 66: Japanese Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
      Table 67: Canadian Recent Past, Current & Future Analysis for Smartphones by Operating System
      Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in

3. JAPAN
   A. Market Analysis
      Market Overview
      Table 65: Leading Players in the Japanese Smartphones Market (2014E): Percentage Share Breakdown of Sales for Apple, Fujitsu, Samsung, Sharp, Sony, and Others (includes corresponding Graph/Chart)
      Table 66: Japanese Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
   B. Strategic Corporate Development
      Select Key Players
   C. Market Analytics
      Table 67: Japanese Recent Past, Current & Future Analysis for Smartphones by Operating System
      Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in
Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 68: Japanese Historic Review for Smartphones by Operating System
Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 69: Japanese 12-Year Perspective for Smartphones by Operating System
Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
Android to Outperform Competitors
Table 70: Leading Players in the Western European Smartphones Market (2014E): Percentage Share Breakdown of Shipments for Apple, LG, Samsung, Sony, and Others (includes corresponding Graph/Chart)
Stiff Market Conditions for iPhone
Key Statistical Findings
Table 71: Percentages Share Breakdown of Mobile Phone Shipments by Feature Phones and Smartphones in Europe: 2012, 2014 & 2016P (includes corresponding Graph/Chart)
B. Market Analytics
Table 72: European Recent Past, Current & Future Analysis for Smartphones by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 73: European Historic Review for Smartphones by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 74: European 12-Year Perspective for Smartphones by Geographic Region
Percentage Breakdown of Unit Shipments for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
Table 75: European Recent Past, Current & Future Analysis for Smartphones by Operating System
Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 76: European Historic Review for Smartphones by Operating System
Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 77: European 12-Year Perspective for Smartphones by Operating System
Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4a. FRANCE
A. Market Analysis
Key Statistical Findings
Table 78: French Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
B. Market Analytics
Table 79: French Recent Past, Current & Future Analysis for Smartphones by Operating System
Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 80: French Historic Review for Smartphones by Operating System
Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 81: French 12-Year Perspective for Smartphones by Operating System
Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4b. GERMANY
A. Market Analysis
Key Statistical Findings
Table 82: German Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
B. Market Analytics
Table 83: German Recent Past, Current & Future Analysis for Smartphones by Operating System
Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 84: German Historic Review for Smartphones by Operating System
Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 85: German 12-Year Perspective for Smartphones by Operating System
Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 85: German 12-Year Perspective for Smartphones by Operating System
Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4c. ITALY

A.Market Analysis
Good OS Platform along with Value for Money: A Key Factor Driving Consumer Purchasing Decisions

Key Statistical Findings

Table 86: Italian Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)

B.Market Analytics

Table 87: Italian Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 88: Italian Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 89: Italian 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM

A.Market Analysis
Apple and Samsung Dominate Smartphone Sales in the UK

Table 90: Leading Smartphone Vendors in the United Kingdom (2014E): Percentage Share Breakdown of Sales for Apple, Blackberry, HTC, Motorola, Samsung, Sony & Others (includes corresponding Graph/Chart)

Market Trends
Online Stores Remain the Most Popular Medium of Distribution
Value for Money: A Dominant Factor Influencing Purchasing Decision

Key Statistical Findings

Table 91: UK Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)

B.Market Analytics

Table 92: The UK Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 93: UK Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 94: The UK 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4e. SPAIN

A.Market Analysis

Key Statistical Findings

Table 95: Spanish Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)

B.Market Analytics

Table 96: Spanish Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 97: Spanish Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 98: Spanish 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4f. RUSSIA

A.Market Analysis
Market Trends
Stylish Design Along With Good Value for Money: Key Factors Influencing Purchase Decision
Electronics or Media Retailing Outlets: The Preferred Channels for Sales & Distribution

Key Statistical Findings
Table 99: Russian Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)

B. Market Analytics
Table 100: Russian Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 101: Russian Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 102: Russian 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

4G. REST OF EUROPE
A. Market Analysis
Product Launch

B. Market Analytics
Table 103: Rest of Europe Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 104: Rest of Europe Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 105: Rest of Europe 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
Asian Smartphone Makers Offer Strong Competition to Global Leaders Samsung and Apple
Table 106: Leading Smartphone Vendors in Asia-Pacific (excl. Japan) (2014E): Percentage Market Share Breakdown of Shipments for Apple, Coolpad, Huawei, Lenovo, Samsung, ZTE, and Others (includes corresponding Graph/Chart)
Leading Regional Smartphone Vendors in Asia (2014): Company Name, Domicile Country and Brief Profile Asian Countries to Turbo Charge Future Growth in the Market
Table 107: Percentages Share Breakdown of Mobile Phone Shipments in Asia-Pacific by Feature Phones and Smartphones: 2012, 2014 & 2016P (includes corresponding Graph/Chart)
China: The World's Largest Smartphones Market
India: The Fastest Growing Smartphone Market in the World
Table 108: Global Smartphones Market
Major Countries Ranked by CAGR for 2014-2020: US, Canada, Japan, France, Germany, Italy, UK, Russia, China, India, and Brazil (includes corresponding Graph/Chart)
India & China: Two Countries with the Largest Young Population Offer Significant Opportunities

B. Market Analytics
Table 109: Asia-Pacific Recent Past, Current & Future Analysis for Smartphones by Geographic Region China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 110: Asia-Pacific Historic Review for Smartphones by Geographic Region China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 111: Asia-Pacific 12-Year Perspective for Smartphones by Geographic Region Percentage Breakdown of Unit Shipments for China, India, South Korea and Rest of Asia-Pacific Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
Table 112: Asia-Pacific Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 113: Asia-Pacific Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
5a. CHINA

A. Market Analysis

Market Trends
Android Remains the Most Popular OS Platform in China
Cost-Effectiveness Remains Key to Success in the Chinese Market
Screen Size Drive Smartphone Success
Evolution and Transition of Air Interface Technologies to Drive Growth in the Chinese Market
Apple Struggles to Make a Mark in the Chinese Market
Local Vendors Spice-Up the Chinese Smartphone Market

Table 115: Leading Players in the Chinese Smartphones Market (2014E): Percentage Market Share Breakdown for Coolpad, Huawei, Lenovo, Samsung, Xiaomi, ZTE, and Others (includes corresponding Graph/Chart)

Key Statistical Findings
Table 116: Chinese Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)

Product Launches
Strategic Corporate Developments
Select Key Players

B. Market Analytics

Table 117: Chinese Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 118: Chinese Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 119: Chinese 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

5b. INDIA

A. Market Analysis

Market Trends
Android Platform: The King in the Indian Smartphone Market
Cost-Effectiveness & Value for Money Pivotal to Success
User-Friendliness in Smartphones: A Key Factor Powering Consumer Purchasing Decision
The Rise of Local Players Stirs-Up Budget Segment

Table 120: Leading Players in the Indian Smartphones Market (2014E): Percentage Share Breakdown of Sales for Karbonn, Lava, Lenovo (incl. Motorola), Micromax, Samsung, and Others (includes corresponding Graph/Chart)

Expansion of 3rd Party App Stores to Stimulate Smartphones Adoption

Key Statistical Findings
Table 121: Indian Smartphones Market (2013): Percentage Share Breakdown of Shipments by Screen Size (includes corresponding Graph/Chart)
Table 122: Indian Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
Table 123: Smartphone Penetration by Age (includes corresponding Graph/Chart)
Table 124: Most Performed Activity Using Smartphones (includes corresponding Graph/Chart)

Product Launches
Select Key Players

B. Market Analytics

Table 125: Indian Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 126: Indian Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 127: Indian 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
5c. SOUTH KOREA
A. Market Analysis
Table 128: Leading Players in the South Korean Smartphones Market (2014E): Percentage Share Breakdown of Sales for Apple, Fujitsu, Samsung, Sharp, Sony, and Others (includes corresponding Graph/Chart)
Key Market Trends
The Laboratory for Testing Mobile Marketing Strategies
User-Friendly Design: Key to Success
Mobile Operator or Carrier Retail Stores: The Most Popular Channel of Distribution
Product Launches
Strategic Corporate Development
Select Key Players

B. Market Analytics
Table 129: South Korean Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 130: South Korean Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 131: South Korean 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

5d. REST OF ASIA-PACIFIC
A. Market Analysis
Australia: A Potential Laden Market
Key Statistical Findings
Table 132: Internet Usage Trends among Smartphone Owners in Australia: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
Product Launches
HTC Corporation
A Key Taiwanese Player
B. Market Analytics
Table 133: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Smartphones by Geographic Region Australia, Indonesia, Malaysia, Thailand, The Philippines, and Other Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 134: Rest of Asia-Pacific Historic Review for Smartphones by Geographic Region Australia, Indonesia, Malaysia, Thailand, The Philippines, and Other Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 135: Rest of Asia-Pacific 12-Year Perspective for Smartphones by Geographic Region Percentage Breakdown of Unit Shipments for Australia, Indonesia, Malaysia, Thailand, The Philippines, and Other Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
Table 136: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 137: Rest of Asia-Pacific Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 138: Rest of Asia-Pacific 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

6. MIDDLE EAST & AFRICA
A. Market Analysis
Key Statistical Findings
Table 139: Middle East & Africa Mobile Phones Market: Percentages Share Breakdown of Shipments by Feature Phones and Smartphones for the Years 2012, 2014 & 2016P (includes corresponding Graph/Chart)
Table 140: Middle East Smartphones Market (2013): Percentage Breakdown by User (includes corresponding Graph/Chart)
Table 141: Saudi Arabian Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
Table 142: South African Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
Table 143: Leading Players in the African Smartphones Market (2013): Percentage Share Breakdown of
Shipments by Vendor (includes corresponding Graph/Chart)

Product Launches

B. Market Analytics

Table 144: Middle Eastern & African Recent Past, Current & Future Analysis for Smartphones by Geographic Region

Saudi Arabia, South Africa and Rest of Middle East & Africa Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 145: Middle Eastern & African Historic Review for Smartphones by Geographic Region

Saudi Arabia, South Africa and Rest of Middle East & Africa Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 146: Middle Eastern & African 12-Year Perspective for Smartphones by Geographic Region

Percentage Breakdown of Unit Shipments for Saudi Arabia, South Africa and Rest of Middle East & Africa Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 147: Middle Eastern & African Recent Past, Current & Future Analysis for Smartphones by Operating System

Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 148: Middle Eastern & African Historic Review for Smartphones by Operating System

Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 149: Middle Eastern & African 12-Year Perspective for Smartphones by Operating System

Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

7. LATIN AMERICA

Market Analysis

Table 150: Latin American Recent Past, Current & Future Analysis for Smartphones by Geographic Region

Brazil, Mexico and Rest of Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 151: Latin American Historic Review for Smartphones by Geographic Region

Brazil, Mexico and Rest of Latin America Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 152: Latin American 12-Year Perspective for Smartphones by Geographic Region

Percentage Breakdown of Unit Shipments for Brazil, Mexico and Rest of Latin America Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

Table 153: Latin American Recent Past, Current & Future Analysis for Smartphones by Operating System

Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 154: Latin American Historic Review for Smartphones by Operating System

Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 155: Latin American 12-Year Perspective for Smartphones by Operating System

Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

7a. BRAZIL

A. Market Analysis

Stylish Design & Good OS Platform: Key to Success

Table 156: Leading Players in the Brazilian Smartphones Market (2013): Percentage Share Breakdown of Sales by Vendor (includes corresponding Graph/Chart)

Key Statistical Findings

Table 157: Brazilian Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)

Product Launch

Strategic Corporate Development

B. Market Analytics

Table 158: Brazilian Recent Past, Current & Future Analysis for Smartphones by Operating System

Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 159: Brazilian Historic Review for Smartphones by Operating System

Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)

Table 160: Brazilian 12-Year Perspective for Smartphones by Operating System

Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)
Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

7b. MEXICO
A.Market Analysis
Key Statistical Findings
Table 161: Mexican Internet Usage Trends Among Smartphone Owners: Percentage Share Breakdown of Internet Users by Key Demographics: 2013 (includes corresponding Graph/Chart)
B.Market Analytics
Table 162: Mexican Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 163: Mexican Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 164: Mexican 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

7c. REST OF LATIN AMERICA
Market Analysis
Table 165: Rest of Latin America Recent Past, Current & Future Analysis for Smartphones by Operating System Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 166: Rest of Latin America Historic Review for Smartphones by Operating System Symbian, Android, iOS, Blackberry, Windows, and Others Markets Independently Analyzed with Annual Shipments in Thousand Units for Years 2009 through 2013 (includes corresponding Graph/Chart)
Table 167: Rest of Latin America 12-Year Perspective for Smartphones by Operating System Percentage Breakdown of Unit Shipments for Symbian, Android, iOS, Blackberry, Windows, and Others Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE
Total Companies Profiled: 80 (including Divisions/Subsidiaries - 87)
The United States (14)
Canada (1)
Japan (9)
Europe (11)
- France (2)
- The United Kingdom (4)
- Spain (1)
- Rest of Europe (4)
Asia-Pacific (Excluding Japan) (49)
Latin America (1)
Africa (2)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/1206774/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Smartphones - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/1206774/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

Quantity
Electronic (PDF) - Single User: □ USD 4950
Electronic (PDF) - 1 - 5 Users: □ USD 6930
Electronic (PDF) - 1 - 10 Users: □ USD 9405
Electronic (PDF) - 1 - 15 Users: □ USD 11880

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: _______________________________ Last Name: _______________________________
Email Address: * _______________________________
Job Title: _______________________________
Organisation: _______________________________
Address: _______________________________
City: _______________________________
Postal / Zip Code: _______________________________
Country: _______________________________
Phone Number: _______________________________
Fax Number: _______________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World