



MINDIA

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Smartphone Intelligence Service

Part of the Consumer Electronics & Display Applications Service Area Package

Real-time access to a continuous flow of research across geographies, topics and application area.

Smartphone Intelligence Service | MSCD-101362

“ Covid-19, trade frictions and global economy recession are increasing uncertainty in the global smartphone industry. OMDIA's smartphone research provides market analysis in various perspectives in hardware trend, competition and regional demand. ”

Jusy Hong
Director

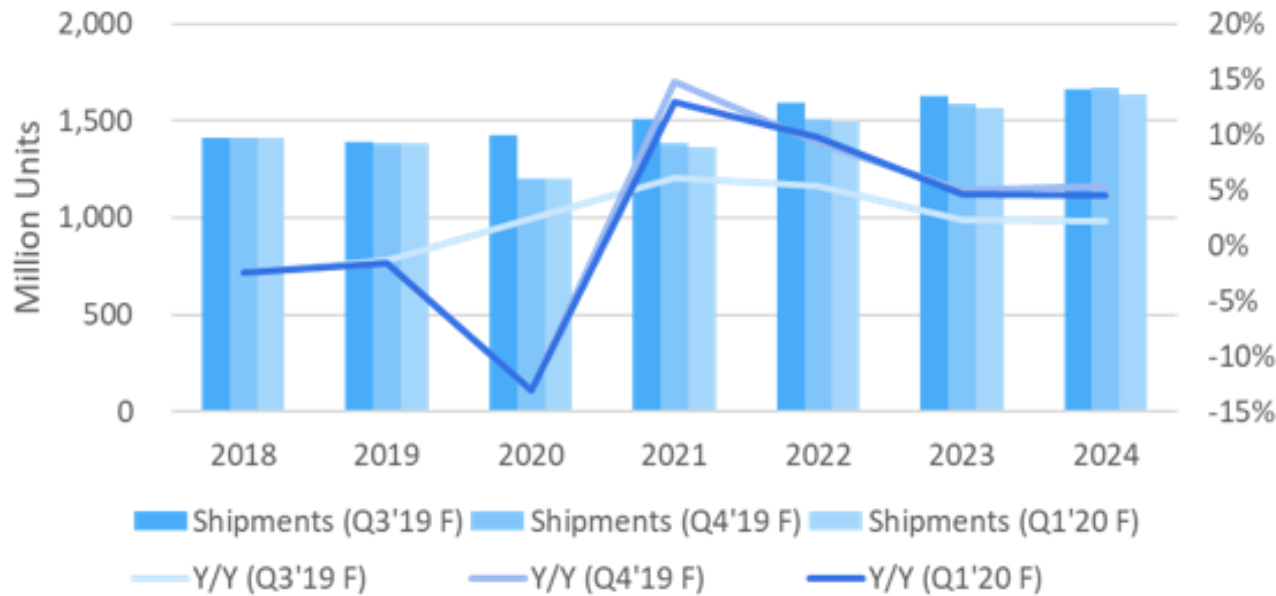
OMDIA

Smartphone Intelligence Service

HOW OMDIA HELPS YOU

Offers in-depth analysis, historic data and market forecasts for the smartphone market, enabling development of global mobile strategies, forecasting of component needs, and future smartphone planning.

Global Smartphone Shipment Forecast – Post COVID-19



KEY QUESTIONS ADDRESSED

The addressable market for apps, media or smartphone-compatible hardware.

Historic smartphone shipments and price by model, display, chipset, CPU, GPU, RAM, OS, camera, and OEM.

How quickly the latest smartphone hardware innovation cascades down to mid and low-end segment?

What's the average selling price of smartphone by OEM and by key feature?

Smartphone Intelligence Service: Our Expert Analysts



Jusy Hong
Director
Global Handset



Aaron West
Senior Analyst
Europe



Zaker Li
Senior Analyst
China



Anna Ahrens
Senior Analyst
Europe

Smartphone Intelligence Service: Deliverables



MARKET TRACKERS

—Quarterly—

- Smartphone Model Market Tracker



DATABASE

—Quarterly—

- Smartphone Model Market Tracker
 - Handset Database – Country
 - Handset Specification Database



REPORT

—Quarterly—

Topical reports addressing key focus areas, detailing country, company and industry-level analysis.



MARKET INSIGHTS

—Ongoing—

Frequent analyst commentary on product launches, market news and analysis.



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Smartphone Intelligence Service: Market Tracker & Databases

Handset Database – Country

Frequency: Quarterly

Shipments are tracked by OEM and country. 70 individual countries in 7 regions are covered. A Long-term shipment forecast by country and region is included. Also handset subscription, installed base and smartphone penetration data by country.

Forecast: Smartphone and feature phone, subscription installed base, net additions, and shipments by country

Historical: OEM shipment by country

Handset Specification Database

Frequency: Quarterly

Provides details on over 15,000 handset specifications, updated quarterly.

Smartphone Model Market Tracker

Frequency: Quarterly

Forecast: Smartphone shipments by OEM

Historical: Smartphone model global, select OEMs, feature: display interface, application processor, OS, camera, battery, price tier, Average selling price, Revenue

Coverage

- Smartphone shipments forecast
- Historical data by model (Unit, Revenue and ASP)
- Display (Display Technology, Size, Resolution, Form Factor)
- Chipset (CPU, GPU and RAM)
- Camera (Primary and Secondary)
- Battery (Capacity & Wireless Charging)
- OS

Smartphone Intelligence Service: Research Coverage

Sample of Companies Covered

- Samsung
- Apple
- Huawei
- Xiaomi
- Oppo
- vivo
- HTC
- Lenovo
- Sony
- Motorola
- TCL-Alcatel
- ZTE
- LG
- Google
- OnePlus
- Micromax
- Realme
- Tecno
- iTel
- Infinix
- Nokia

Country-Level Coverage

Asia Pacific	Western Europe	Central & Eastern Europe	Middle East & Africa	South & Central America	North America	China
<ul style="list-style-type: none"> • Australia • Hong Kong • India • Indonesia • Japan • Malaysia • New Zealand • Pakistan • Singapore • South Korea • Taiwan • Thailand • Vietnam 	<ul style="list-style-type: none"> • Austria • Belgium • Denmark • Finland • France • Germany • Greece • Ireland • Italy • Netherlands • Norway • Portugal • Spain • Sweden • Switzerland • UK 	<ul style="list-style-type: none"> • Bulgaria • Croatia • Czech Republic • Estonia • Hungary • Latvia • Lithuania • Poland • Romania • Russia • Slovakia 	<ul style="list-style-type: none"> • Algeria • Egypt • Iran • Israel • Kenya • Morocco • Saudi Arabia • South Africa • Tunisia 	<ul style="list-style-type: none"> • Argentina • Brazil • Chile • Colombia • Mexico • Peru • Uruguay • Venezuela 	<ul style="list-style-type: none"> • Canada • USA 	<ul style="list-style-type: none"> • China

Smartphone Intelligence Service vs. Spotlight Service

Smartphone Intelligence Service

Subscribers of Intelligence Service will receive:

Coverage

- ✓ Smartphone shipments forecast and historical data by model, display, chipset, CPU, GPU, RAM, OS, camera, OEM and retail price

Deliverables

- ✓ Smartphone Model Market Tracker
- ✓ Handset Database – Country
- ✓ Handset Specification Database

Smartphone Spotlight Service

Subscribers of Spotlight Service will receive:

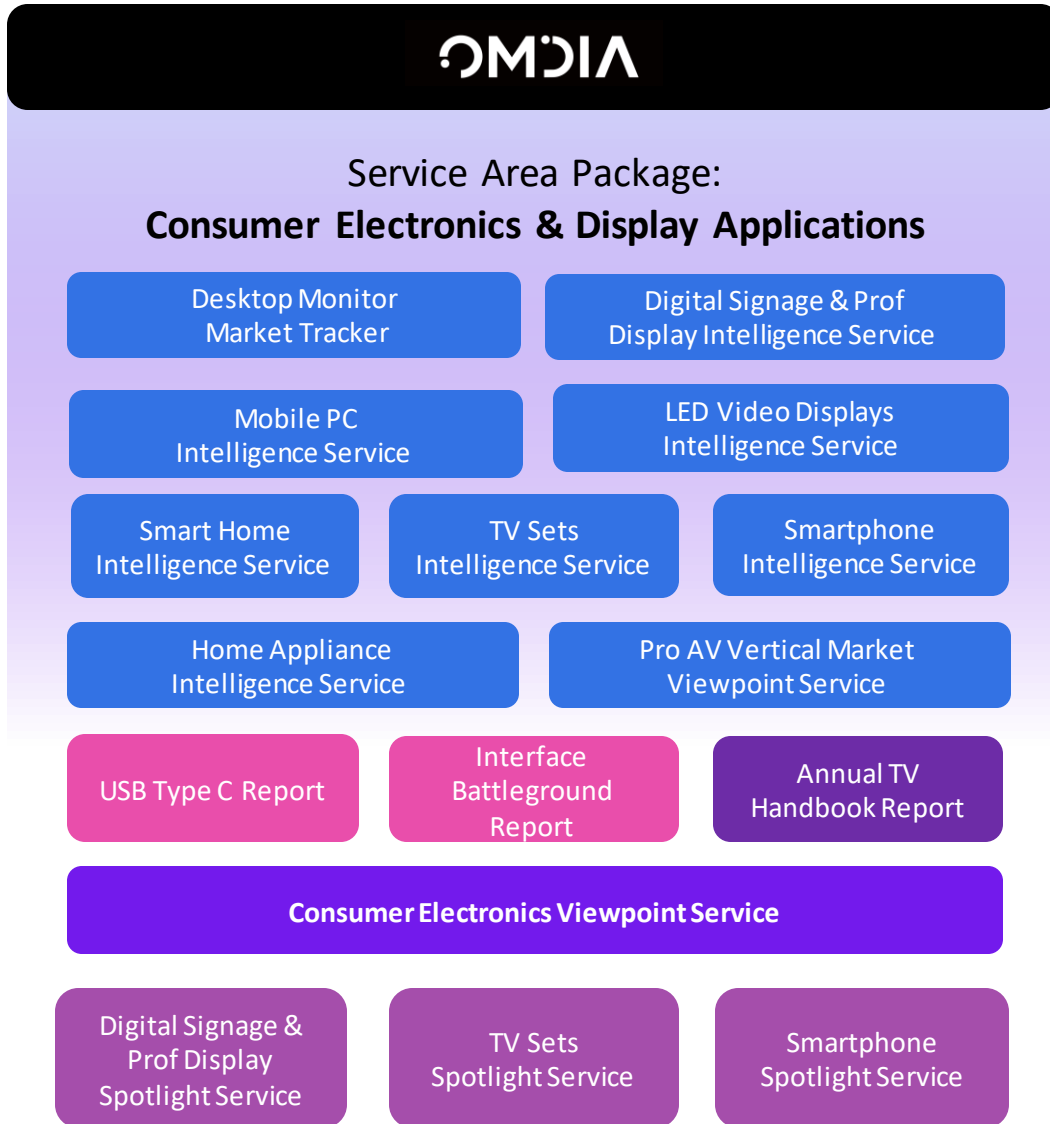
Coverage

- ✓ Smartphone shipments forecast and historical data by model, display, chipset, CPU, GPU, RAM, OS, camera, OEM and retail price
- ✓ Active smartphone installed base by model, feature and country
- ✓ The addressable market for apps, media or smartphone-compatible hardware

Deliverables

- ✓ Smartphone Model Market Tracker
- ✓ Handset Database – Country
- ✓ Handset Specification Database
- ✓ Smartphone Model Market Tracker
- ✓ Smartphone Active Installed Base Databases
- ✓ Design Forecast Tool
- ✓ Reports

Related Content: Consumer Electronics & Display Applications Service Area Coverage



About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.



Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE

Consumer Electronics & Display Applications

Intelligence Services

- TV Sets
- Smart Home
- Mobile PC
- Home Appliance
- Smartphone
- Desktop Monitor
- LED Video Displays
- Digital Signage & Prof

Viewpoint & Spotlight Services

- Consumer Electronics Viewpoint
- TV Sets Spotlight
- Smartphone Spotlight
- Digital Signage & Prof Spotlight
- ProAV Vertical Market Viewpoint

Large Area Display & Supply Chain

Intelligence Services

- TV Display & OEM
- Notebook/ Tablet Display & OEM

Trackers

- Display Long-Term Demand Forecast
- Display Production & Inventory
- Large Area Display Price
- Large Area Display Market
- Large Area Display Production Strategy
- Large Area Display Product Roadmap
- Monitor Display & OEM

Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Display Dynamics Spotlight

Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE

Small & Medium Displays & Touch Interface

Intelligence Services

- Smartphone Display

Trackers

- Small Medium Display
- Small Medium Display Supply Chain
- OLED Display
- Automotive Display
- Touch Panel

Reports

- Automotive Touch & Interface
- Display Fingerprint Tech
- Touch Panel Cover Lens

Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Automotive Display Spotlight

Display Manufacturing, Technology & Components

Intelligence Services

- OLED & LCD Supply Demand & Equipment
- OLED & Flexible Display

Trackers

- OLED Display Roadmap
- Display Backlight
- Display Glass
- Display Optical Film
- Display Driver IC
- OLED Materials
- OLED Display Cost Model
- Large Area Display Cost
- Smartphone & Tablet

Reports

- Foldable Display Tech
- Micro LED Display Tech

Viewpoint Service

- Display Dynamics Viewpoint Service

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

askananalyst@omdia.com

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:




Shelley Hunter
Customer
Success Manager



Kâren Dyer
Customer Success
Manager



Get in touch!

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Thank you

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