

Smartphone Spotlight Service

A Spotlight Service complementing the Consumer Electronics & Display Applications Service Area Coverage

Get actionable recommendations for navigating the rapidly evolving global smartphone industry.

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

Jusy Hong
Director

Smartphone Spotlight Service

A service complementing the Consumer Electronics & Display Applications Service Area Package

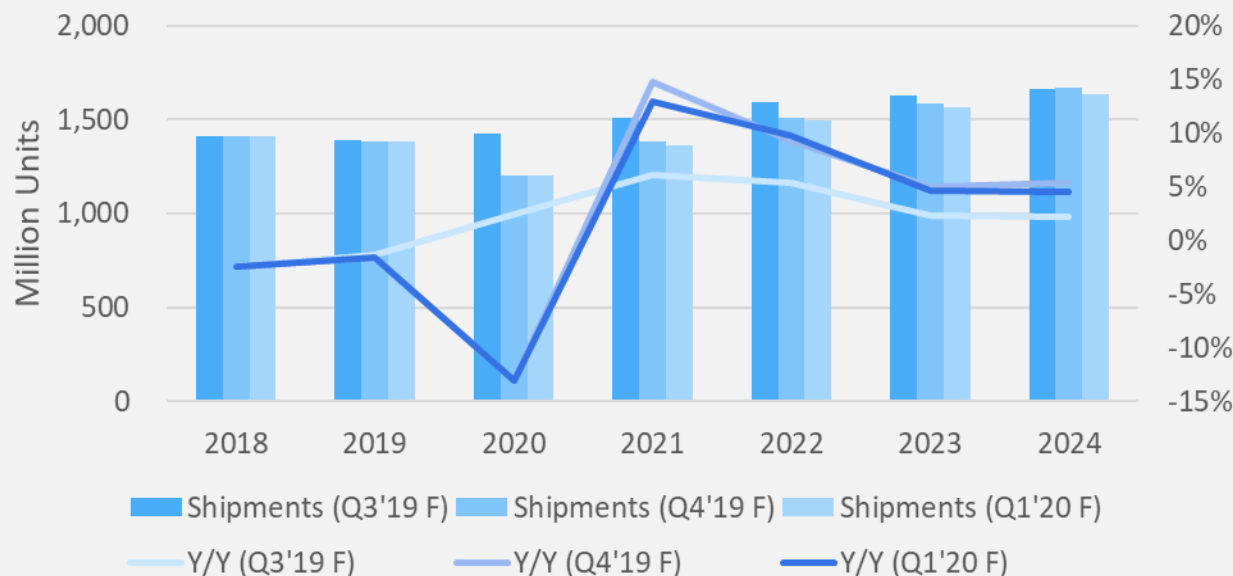
HOW OMDIA HELPS YOU

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

KEY QUESTIONS ADDRESSED

- What is the addressable market for apps, media and smartphone-compatible hardware?
- What are historical smartphone shipments and price by model, display, chipset, CPU, GPU, RAM, OS, camera, and OEM?
- How quickly will the latest smartphone hardware innovations cascade down to the mid- and low-end segment?
- What's the average selling price of smartphones by OEM and by key feature?
- What is the active smartphone installed base by model, feature, and country?
- 360-degree market competition analysis in China and Russia.

Global Smartphone Shipment Forecast – Post COVID-19



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Source: Omdia

Smartphone Spotlight Service: Our Expert Analysts



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Smartphone Spotlight Service: Deliverables



DATABASE

—Quarterly—

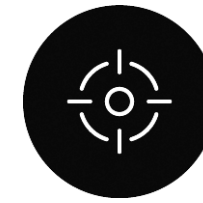
- Smartphone Model Market Tracker
 - Handset Database – Country
- Mobile Phones Electronics Market Tracker - China
 - Handset Specification Database
- Smartphone Active Installed Base Databases



ANALYTIC TOOL

—Bi-annual—

- Smartphone Feature Forecast



MARKET TRACKER

—Quarterly—

- Smartphone Model Market Tracker
- Mobile Phones Electronics Market Tracker – China



MARKET INSIGHTS

—Ongoing—

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



REPORT

—Quarterly—

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



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Smartphone Spotlight Service: 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 Active Installed Base Database

Frequency: Monthly & Quarterly

Published quarterly, these databases provide historic monthly data by model, OEM, feature and country. Delivered in Excel with interactive visual pivot charts.

- **Smartphone model:** top 20 models by OEM, by country
- **OEM:** by brand
- **Display:** screen size; PPI; resolution
- **Sensors:** fingerprint sensor, barometer, NFC, gyroscope
- **Audio and video:** audio and video codecs
- **Software:** OS; browser; Android version
- **Camera:** Rear camera MP; OIS; front camera MP
- **Chipset:** Application processor; SoC designer; SoC model; GPU
- **Other:** Dual/single/triple SIM, SIM type IP rating, battery capacity, price band, RAM, storage, SD card slot, air interface
- **Location:** Beidou; Glonass; GPS; Galileo

Smartphone Spotlight Service: Databases, cont'd

Mobile Phones Electronics Market Tracker China

Frequency: Semi-annual

Dataset includes China's handset supply chain, ranging from semiconductor vendors to mobile phone OEMs and carriers, and shipment forecasts by technology and by feature. A detailed analysis of leading domestic OEMs, ODMs and IDHs is also presented.

Forecast: Smartphone and feature phone, Smartphone production, ASP, Domestic smartphone market ASP, Smartphone Screen, Camera, Gray handset market, Chinese handset OEM's profit margin, IDH smartphone production and supply matrix, Smartphone Chipset competitive, Network standard

Historical: Smartphone and feature phone, Smartphone production, ASP, Domestic smartphone market ASP, Smartphone Screen, Camera, Network standard

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 Spotlight Service: Analytical Tool, Reports & Market Tracker

Smartphone Feature Forecast

Enables forecasting of key features

Frequency: Bi-annual

Forecast of future features including, air interface; connectivity; sensors; GPS; camera; display; OS; features; price tier

Market Monitor Reports

Frequency: Quarterly

Analytical reports on trends in the global smartphone market, product launches, market news and periodic analysis of business strategy applicable to the smartphone industry. Approximately 10 reports are issued per year.

Smartphone Model Market Tracker

Includes detailed worldwide shipment forecasts and historical data by OEM, model, key components and pricing tier. A short-term shipment forecast by OEM is also included.

Frequency: Quarterly

Forecast: Smartphone shipments by OEM, model, key component & pricing tier

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

Coverage

- Smartphone shipments forecast
- Historical data by model
- Display
- Chipset
- CPU
- GPU
- RAM
- OS
- Camera
- OEM
- Retail price

Smartphone Spotlight Service: Research Coverage

Country-Level Coverage

Asia & Oceania	Western Europe	Eastern Europe	Middle East & Africa	Latin America & the Caribbean	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

Note: The Active Installed Base uses a different classification: China is included in APAC, and Mexico is included in North America.

Sample of Companies Covered

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

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
- ✓ Reports

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 Active Installed Base Databases
- ✓ Mobile phones electronics market tracker – China
- ✓ Smartphone Feature Forecast
- ✓ Reports

Related Content: Consumer Electronics & Display Applications Service Area Coverage



Service Area Package: Consumer Electronics & Display Applications

- Desktop Monitor Market Tracker
- Home Appliance Intelligence Service
- Mobile PC Intelligence Service
- Smart Home Intelligence Service
- Medical Imaging Specialty Displays Tracker
- Consumer Electronics Viewpoint Service
- Digital Signage & Prof Display Intelligence Service
- LED Video Displays Intelligence Service
- Smartphone Intelligence Service
- TV Sets Intelligence Service
- Digital Signage & Prof Display Spotlight Service
- TV Sets Spotlight Service
- Smartphone Spotlight Service
- World Cellular Handset Spotlight Service

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: Consumer Electronics & Display Applications Service Area Coverage

SERVICE AREA PACKAGE			
Consumer Electronics & Display Applications	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Display Manufacturing, Technology & Components
<p>Intelligence Services</p> <ul style="list-style-type: none"> • TV Sets • Smart Home • Mobile PC • Smartphone • Desktop Monitor • LED Video Displays • Digital Signage & Prof <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Consumer Electronics Viewpoint • TV Sets Spotlight • Smartphone Spotlight • Digital Signage & Prof Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • TV Display & OEM • Notebook/ Tablet Display & OEM • Display Dynamics <p>Trackers</p> <ul style="list-style-type: none"> • Display Long-Term Demand Forecast • Display Production & Inventory • Large Area Display Price • Large Area Display Market • Large Area Display Production Strategy • Large Area Display Technology • Monitor Display & OEM <p>Spotlight Services</p> <ul style="list-style-type: none"> • Display Dynamics Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • Smartphone Display <p>Trackers</p> <ul style="list-style-type: none"> • Small Medium Display • Small Medium Display Supply Chain • OLED Display • Automotive Display • Touch Panel <p>Reports</p> <ul style="list-style-type: none"> • Automotive Touch & Interface • Display Fingerprint Tech • Touch Panel Cover Lens 	<p>Intelligence Services</p> <ul style="list-style-type: none"> • OLED & LCD Supply Demand & Equipment • OLED & Flexible Display <p>Trackers</p> <ul style="list-style-type: none"> • Micro LED Display • OLED Display Roadmap • Display Backlight • Display Glass • Display Optical Film • Display Driver IC • OLED Materials • OLED Display Cost Model • LCD Display Cost <p>Reports</p> <ul style="list-style-type: none"> • Foldable Display Tech

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.

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:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.