Smartphone Intelligence Service

Part of the Consumer Electronics & Display Applications Service Area Coverage
Real-time access to a continuous flow of research across geographies, topics and application area.

“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
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.

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?

Global 5G Smartphone Shipment Forecast

Source: Omdia
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Smartphone Intelligence Service: Our Expert Analysts

Jusy Hong
Director
Global Handset

Gerrit Schneemann
Principal Analyst
Americas

Zaker Li
Principal Analyst
China
PRODUCT OVERVIEW

Smartphone Intelligence Service: Deliverables

MARKET TRACKERS
—Quarterly—
• Smartphone Model Market Tracker

MARKET INSIGHTS
—Ongoing—
Frequent analyst commentary on product launches, market news and analysis.

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.

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, refresh rate)
- Chipset (CPU, GPU and RAM)
- Camera (Primary and Secondary)
- Battery (Capacity & Wireless Charging)
- OS
## Country-Level Coverage

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- **Sample of Companies Covered**
  - Samsung
  - Apple
  - Huawei
  - Xiaomi
  - Oppo
  - Vivo
  - OnePlus
  - Honor
  - HTC
  - Lenovo
  - Sony
  - Motorola
  - TCL-Alcatel
  - ZTE
  - LG
  - Google
  - 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

**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
  - Smartphone shipments forecast by air Interface, camera, display, OS, Sensors, other key hardware features
  - The addressable market for apps, media or smartphone-compatible hardware

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

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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.