

# 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

# Smartphone Intelligence Service

Part of the Consumer Electronics & Display Applications Service Area Package

## HOW OMDIA HELPS YOU

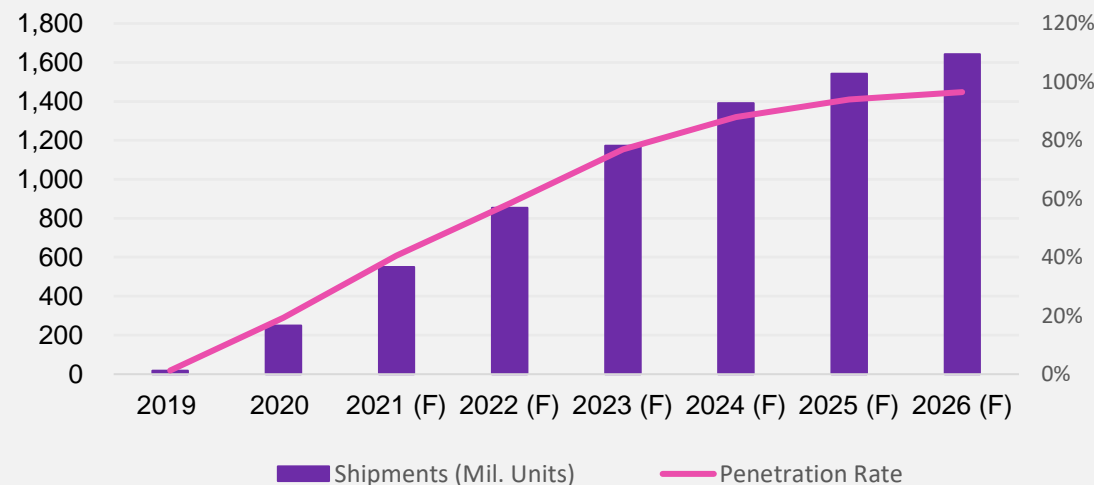
- Offers in-depth analysis, historic data and market forecasts for the smartphone market, enabling development of global mobile strategies, forecasting of component needs, and future smartphone planning.

## 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

5G Smartphone Shipment Forecast



Source: Omdia

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# Smartphone Intelligence Service: Our Expert Analysts



**Jusy Hong**  
Director  
Global Handset



**Gerrit Schneemann**  
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Americas



**Zaker Li**  
Principal Analyst  
China

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

# Smartphone Intelligence Service: Research Coverage

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

## 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



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

# 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:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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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.