Worldwide Quarterly Mobile Phone Tracker

IDC's *Worldwide Quarterly Mobile Phone Tracker®* fills the demand for detailed and timely information on the total mobile phone and smartphone markets for handset vendors, software developers, service providers, component suppliers, and investors. It provides insightful analysis through quarterly market share data by region. IDC's *Worldwide Quarterly Mobile Phone Tracker®* is built on the foundation of IDC's network of country-level mobile phone tracking services, and its bottom-up methodology delivers an accurate view of the mobile phone market from those closest to it. This IDC tracker product delivers a quarterly web database that details the performance of the market's individual players and answers important product-planning and product-positioning questions.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement is in unit shipments, value, and ASP.

Core Coverage:

- Product category: Feature phone and smartphone
- Vendors: 450+
- Price bands: $25 bands/smartphone class
- Screen size band: 0.5in. bands
- Air interface/generation: 2G, 2.5G, 3G, 4G, 5G, CDMA 2000 1xRTT, GPRS/EDGE, GSM, CDMA EV-DO, HSPA, TD-SCDMA/TD-HSPA, WCDMA.HSPA, TD-LTE, TD/FD-LTE, mmWave, and sub-6GHz only
- Operating systems (OSs) and versions: Android, Windows phone, Symbian, iOS, BlackBerry OS, Firefox OS, Sailfish OS, Tizen, RTOS, and KaiOS
- OS variant (Android): Android One, skinned Android, and stock Android

- Technical attributes: Aspect ratio, biometric authentication, Bluetooth, SIM, display, embedded memory band, form factor, GPS, input method, megapixels band, multifront camera, multirear camera, NFC, RAM, processor information, screen resolution, storage, folded screen size, unfolded screen size, waterproofing, and wireless charging
- Channel: Store, etailer, retail, telco, internet, and others
- Segments: Consumer, education, government, very large business (1,000+ employees), large business (500-999 employees), medium-sized business (100-499 employees), small business (10-99 employees), and small office (1-9 employees)

Optional Content Add-Ons:

- Model name

- Final tier channel add-on

Geographic Scope

- **APEJC (17):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, Nepal, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (CEE) (12):** Bulgaria, Croatia, the Czech Republic, Hungary, Kazakhstan, Poland, Romania, Russia, Serbia, Slovakia, Ukraine, and rest of CEE
- **Japan**
- **Latin America (17):** Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Peru, Puerto Rico, Venezuela, rest of Caribbean, rest of Central America, and rest of Latin America

- **Middle East and Africa (21)**: Algeria, Bahrain, Egypt, Ghana, Israel, Kenya, Kuwait, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, the United Arab Emirates, rest of Africa, and rest of Middle East
- **PRC**
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- Preliminary top 10 vendors by region, product category, and OS
- Historical database
- Final tier channel add on

- Forecast database
- Price band forecast add on
- Qualitative historical reports on each region

Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data, up to two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Examples of the forecasts included are as follows.

Core Forecast Coverage:

- Product category
- Air interface/generation
- Operating system
- Form factor (starting with the 2Q22 release)

- Screen size band (smartphone only)
- Segment group/segment (smartphone only)
- Channel group/channel (smartphone only)

Optional Forecast Add-Ons:

- Price band forecast (units and $50 bands)

- Installed base by product category and OS (units and semiannual)

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