

Mobile Phones

IDC's *Mobile Phones* service provides a comprehensive global analysis of the key technologies and market trends relating to both consumer and commercial mobile phones. These include connectivity (Wi-Fi, Bluetooth, NFC, and cellular), input (voice, gesture, and touch), and operating systems (iOS and Android), as well as emerging technologies and trends such as artificial intelligence (AI), foldable displays, and refurbished handsets. In addition, IDC's *Mobile Phones* service polls consumers and commercial end users/IT decision-makers on what mobile phones and applications they are using, what unmet needs they have, how satisfied they are, and what they plan to purchase next.

MARKETS AND SUBJECTS ANALYZED

- Smartphone and feature phone technology analysis
- Wireless access standards including 5G
- Evolution of wireless technology and intellectual property
- Mobile phone operating systems and browsers
- User interface technologies, including touchscreen, speech, and gestures
- Nascent technologies and services, including artificial intelligence and foldable displays
- Battery and charging technologies
- The market for used and refurbished mobile phones
- OEM and mobile operator relationships
- Mobile phone distribution channel
- Feature set analysis

CORE RESEARCH

- Worldwide Smartphone Forecast and Analysis
- Worldwide Mobile Phone Forecasts and Analyses
- Worldwide Mobile Operating Systems Forecasts and Analyses
- Worldwide Smartphone Market Shares
- Interest and Impact of Artificial Intelligence for Consumers and Commercial Users
- Price Band Analysis
- Survey: Consumer and Commercial Smartphone Trends
- Used and Refurbished Mobile Phone Forecast and Analysis

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Mobile Phones](#).

KEY QUESTIONS ANSWERED

1. What are the strategies vendors are adopting to differentiate themselves?
2. What comes after 5G?
3. How will the refurbished mobile phone market impact the sale of new devices?
4. What does the growing salience of emerging markets mean for established device vendors and their smaller rivals?
5. How does device technology evolve beyond the current form factors?
6. How does artificial intelligence impact the smartphone market?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the *Mobile Phones* market, including:

AMD, Analog Devices, Apple, ARM, Avago, Broadcom, Belkin, Fujitsu, Google, Haier, Hewlett Packard Enterprise, HTC, Huawei, IBM, Intel, Kingston, Kyocera, Lenovo, Mavenir, Marvell, MediaTek, Micromax, Microsoft, Motorola, NEC, Nokia, NXP, Panasonic,

OPPO, Qualcomm, Samsung, SanDisk, Seagate, Sharp, SK Hynix, Sony, Spirent, STMicroelectronics, Symantec, Texas Instruments, vivo, Xiaomi, and ZTE as well as both domestic and international mobile operators.