

GLOBAL SMARTPHONE MARKET ANALYSIS





Introduction

In a world that is increasingly interconnected, smartphones have become an indispensable part of our lives. The Global Smartphone Market Analysis project delves into the dynamic landscape of this industry, offering a comprehensive view of the market's recent trends, sales, and shipments for leading manufacturers such as Samsung, Apple, Xiaomi, Vivo, and more.

Background

The evolution of smartphones has been nothing short of revolutionary, with each passing year marking significant technological advancements. This project recognizes the significance of these devices, tracing their journey from simple communication tools to companions that encompass communication, entertainment, productivity, and beyond. We aim to shed light on the global smartphone market's intricacies, drawing insights from data-driven visualizations.

Timeline of Smartphones

1973 – Working prototype of a mobile cellular phone

1983 – Approval of the first cellular phone

1981 – Advent of 2G Networks and Lithium-ion Batteries

1992 – Announcement of the first smartphone and the transmission of the first SMS message

1994 – First smartphone hits the market

1997 – Coinage of the term “smartphone” and the introduction to mobile gaming

1999 – First front facing camera and the introduction of GPS technology

2000 – First rear facing camera

2001 – Advent of 3G Networks

2004 – Introduction of live assisted GPS Technology

2007 – Release of the first iPhone by Apple

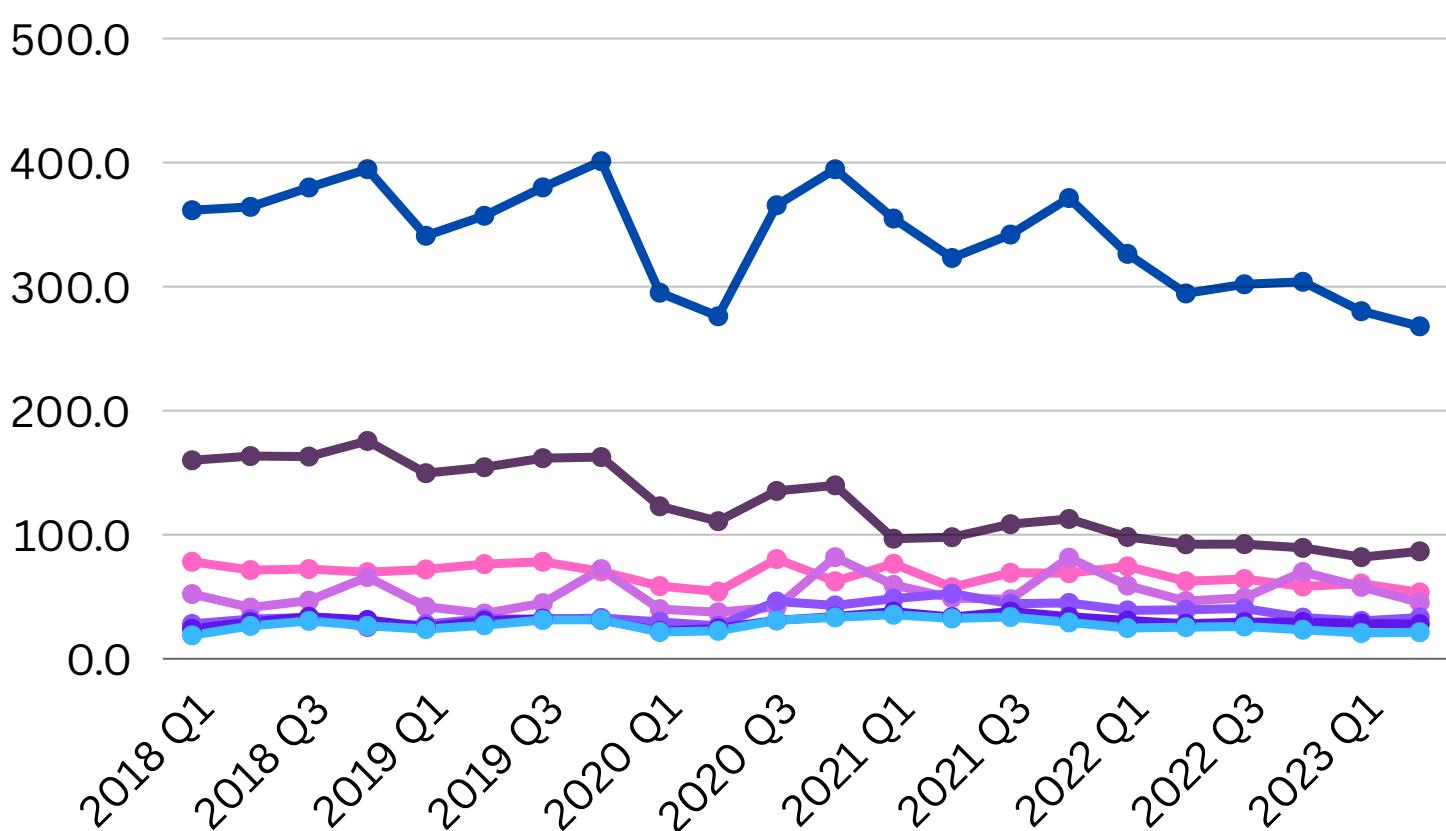
2008 – Release of the first Android smartphone by HTC

2009 – Advent of 4G Networks

2019 – Advent of 5G Networks

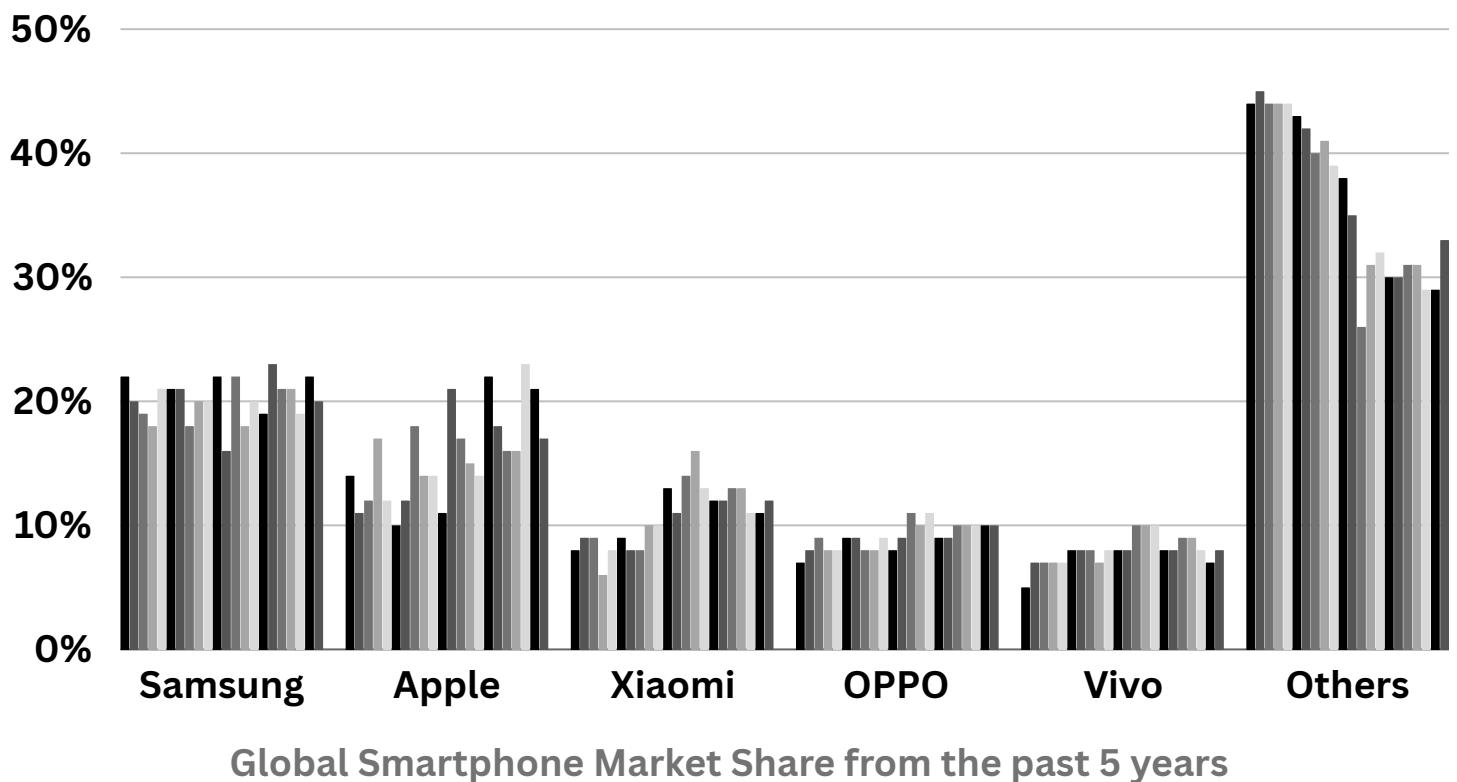
Data Visualization

Global Smartphone Shipment:

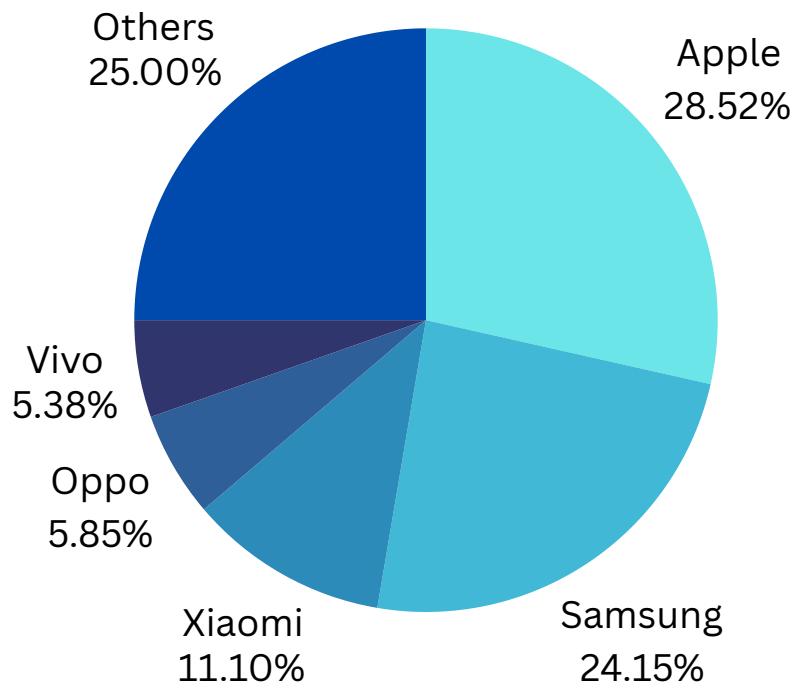


Global Smartphone Shipment from the past 5 years in millions

Global Smartphone Market Share:

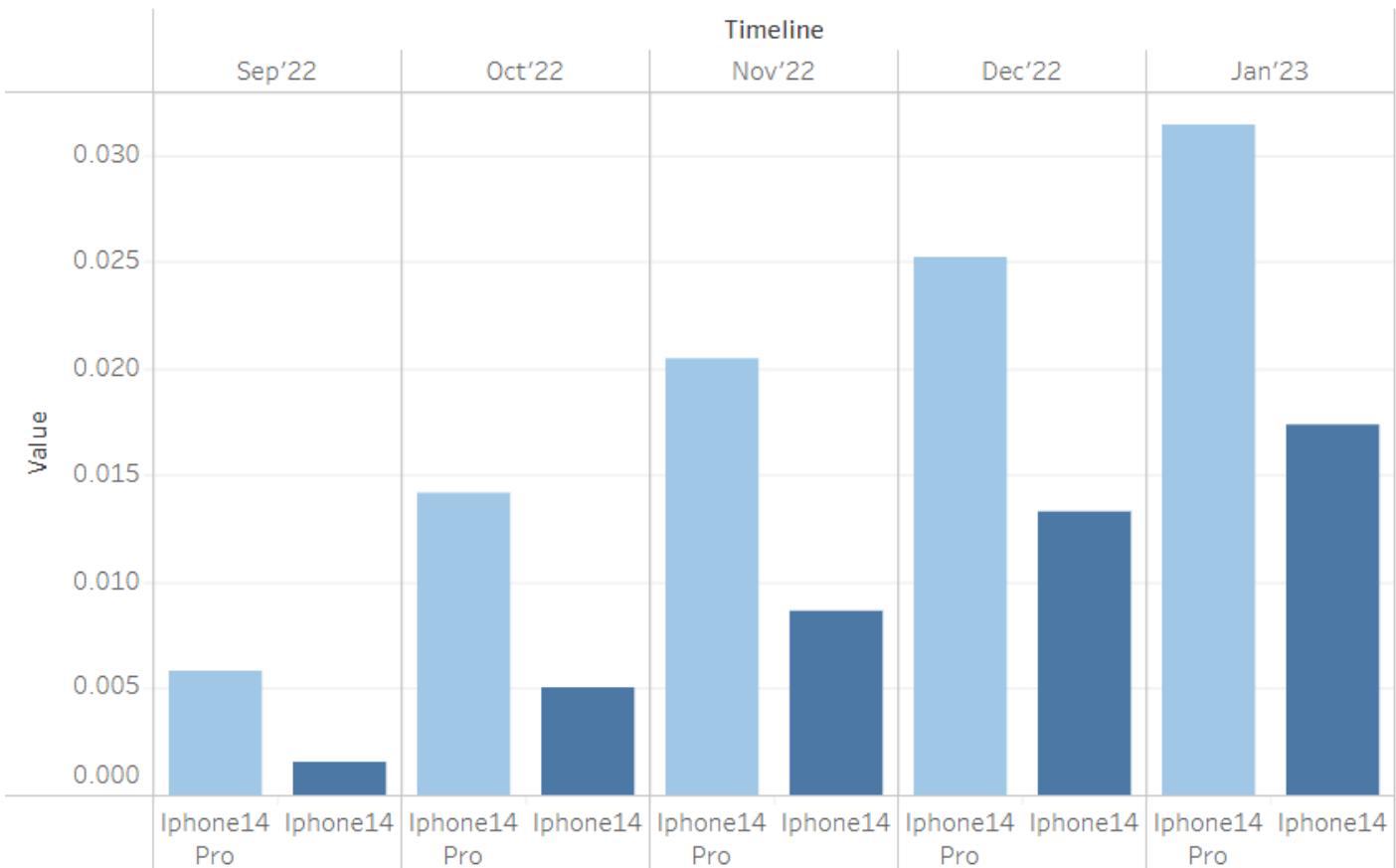


Current Smartphone Market Share (as of August 2023):



What smartphones do we use?

Since the latter half of 2023, my friend and I have been using iPhone 14 and iPhone 14 Pro respectively. So we have decided to make an analysis to know the statistics of people who have upgraded to these versions of iPhone like us. One of the main aspects of the analysis is the comparison of the adaption rates between the iPhone 14 and iPhone 14 Pro. Adaption rate basically refers to the speed at which newer forms of technology are adapted and used by the general public. Through this visualization, we illustrate how consumers perceive and embrace these two flagship models from Apple.



Take Aways from this visualization:

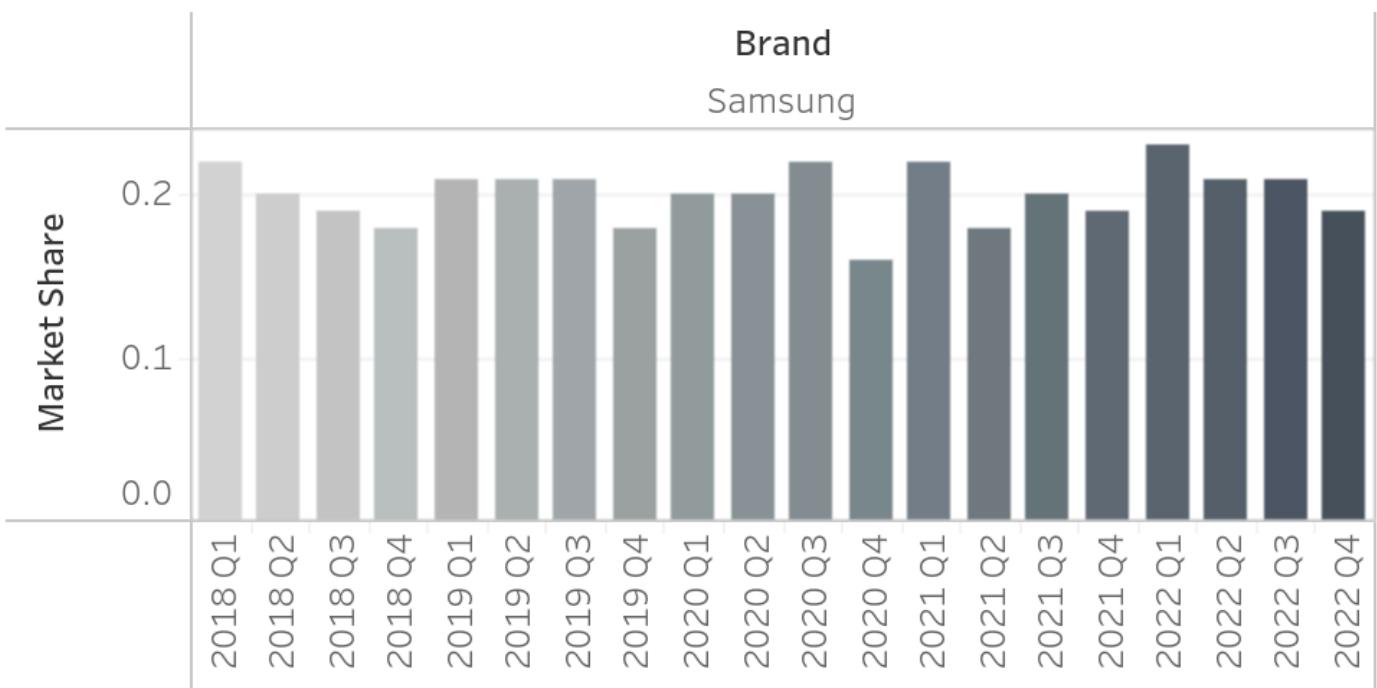
Overall, the adaption rate increases gradually from Sep'22 to Jan'23 for both iPhone 14 and iPhone 14 Pro. Further, we can also infer that the adaption rate is significantly higher for the pro model which depicts that the number of users upgrading to iPhone pro model from their previous smartphones is higher compared to the ones upgrading to iPhone 14.

Tableau Visualization

We have also represented the above datasets in the format of a tableau visualization.

Global Market Share:

Samsung



Measure Names

2018 Q1

2018 Q2

2018 Q3

2018 Q4



Apple

Global Shipment Sales:

Inference

From the visualizations obtained above, we can see a trend in that smartphone sales has seen a steady increase from the first quarter of 2018 to last quarter of 2019 and due to the global impact that COVID-19 had, it had a fall during the first quarter of 2020 and has slowly been increasing since. Among the major companies, both Samsung and Apple have dominated the smartphone market with Samsung taking control of the market during the first two quarters while Apple usually bounces back during the last two quarters. Other companies like Xiaomi, OPPO and Vivo contributes a significant amount to the overall smartphone market share. What we infer from the above

visualizations is that the 5 companies mentioned above contribute to more than half of the global smartphone market share. Currently, Apple holds the reigns to the top contributor in the smartphone market with Samsung tagging along.

Conclusion

Our analysis of the global smartphone market paints a vivid picture of the industry's current landscape. It clearly indicates the market dominance of the smart phone industry. Further, it sheds light on consumer preferences by comparing iPhone 14 and iPhone 14 pro, in the high end smart phone segment. These observations provide a compass for businesses, investors, and tech enthusiasts navigating the dynamic smartphone landscape to make informed decisions.

References

<https://gs.statcounter.com/vendor-market-share/mobile/worldwide/>

<https://www.counterpointresearch.com/insights/global-smartphone-share/>

<https://www.textline.com/blog/smartphone-history>