

INDUSTRIES & MARKETS

Telephony-market data & analysis

Market Insights report

Market Insights
by statista 

September 2023



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10
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190+
geographical
entities

1,000+
markets

400+
reports

CHAPTER 1

Overview



In 2022, Telephony revenue fell 5.4% due to market saturation and lower 5G phone prices, intensifying competition

Overview: Summary

Summary

The Telephony segment experienced a slight revenue decline in 2022, primarily due to market saturation and lower prices on 5G phones. Furthermore, many consumers have been delaying device upgrades due to financial concerns or future uncertainty. As a result, the global Telephony segment revenue for 2022 was US\$473 billion, indicating a 5.4% drop from 2021.

The Telephony segment comprises major technology companies, including Apple, Samsung, Huawei, Xiaomi, and Google. With the vast majority of the world's population now owning smartphones, the demand for new smartphones is plateauing, resulting in intensified competition among players. In order to gain a competitive edge, smartphone manufacturers are focused on developing new features, creating closed user system environments with complementary devices, augmenting advertising and marketing efforts, engaging in cross-border collaborations, and waging price wars. These strategies will be crucial in driving growth and maintaining market share in the dynamic and competitive smartphone market.

With regards to further growth in the smartphones market, although penetration rates have nearly reached their maximum levels, we expect certain trends to further increase the global revenue of smartphones in the market such as the introduction of 5G networks and the increasing popularity of smart homes. As the world becomes more and more digital and connected, smartphones have proven to be an essential part of this transformation. In smart homes, smart products usually need to be controlled through an app in a separate digital device, which is where the smartphone plays the crucial role. The development of 5G could further develop this trend with the inclusion of electronic vehicles, and even entire cities being run like smart homes.

Telephony devices, including smartphones and landlines, are advancing with innovations like 5G for faster, more reliable communication

Overview: Market Definition

Market definition

Definition:

The Telephony segment refers to the devices that enable voice communication, including smartphones, landline phones, and feature phones. The technology used in telephony continues to advance, with innovations in areas such as wireless connectivity, improved battery life, and larger displays. The introduction of 5G technology has the potential to revolutionize the telephony market by offering faster and more reliable connectivity, lower latency, and increased capacity.

Structure:

These are specific product categories within the Telephony segment, including:

Smartphones: These are mobile phones that offer advanced capabilities beyond basic voice communication, such as internet access, social media, and multimedia capabilities.

Feature Phones: These are basic mobile phones that offer basic voice and texting capabilities but lack advanced features such as internet access and multimedia capabilities.

Landline Phones: These are traditional telephone devices that are connected to a landline telephone network and typically require a physical connection to a wall socket.

Telephony accounted for 46.75% of the Consumer Electronics market revenue in 2022

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Revenue in the Telephony market amounts to US\$498.3bn in 2023. The market is expected to grow annually by 2.37% (CAGR 2023-2028).

In global comparison, most revenue is generated in China (US\$123.2bn in 2023).

In relation to total population figures, per person revenues of US\$64.87 are generated in 2023.

In the Telephony market, volume is expected to amount to 2.1bn pieces by 2028. The Telephony market is expected to show a volume growth of 1.5% in 2024.

The average volume per person in the Telephony market is expected to amount to 0.3pieces in 2023.

In scope

This market includes:

- Landline phones
- Feature phones
- Smartphones

Out of scope

This market excludes:

- Tablets and other larger devices with SIM card slots
- Radio equipment such as interphones or walkie-talkies
- Additional devices for telecommunication sold separately (e.g., phone chargers, earphones)

CHAPTER 2

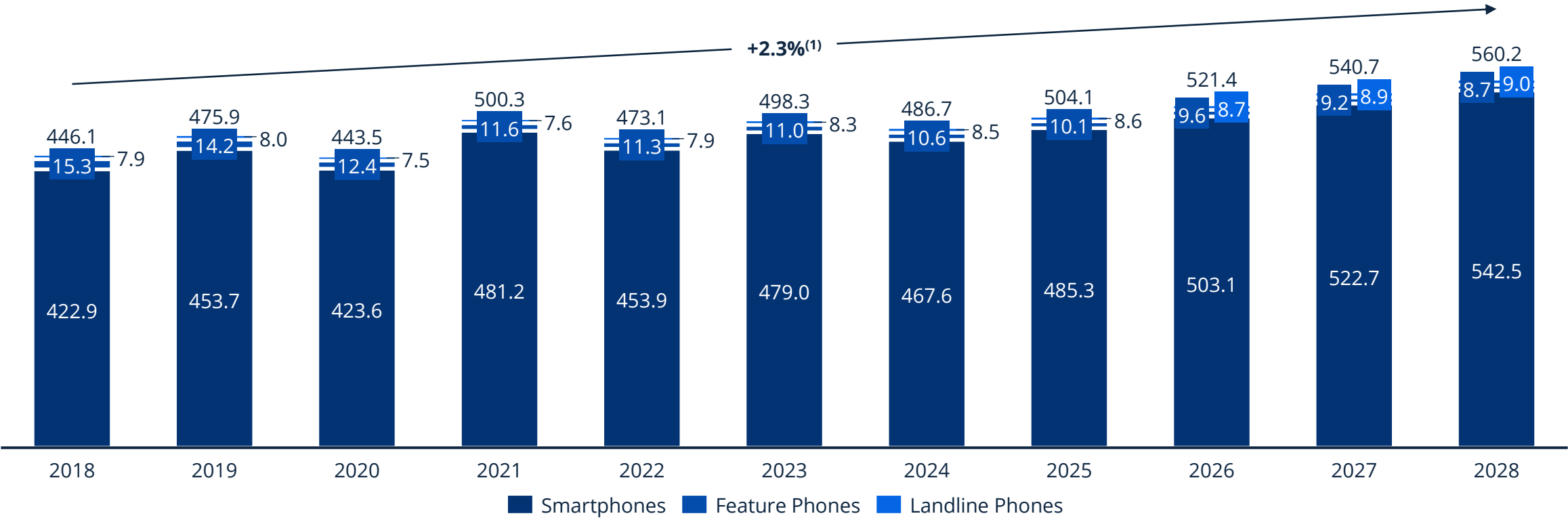
Market Numbers



Telephony revenues are estimated to increase at a CAGR⁽¹⁾ of 2.3% from 2018 to 2028

Market Size: Global

Revenue in billion US\$



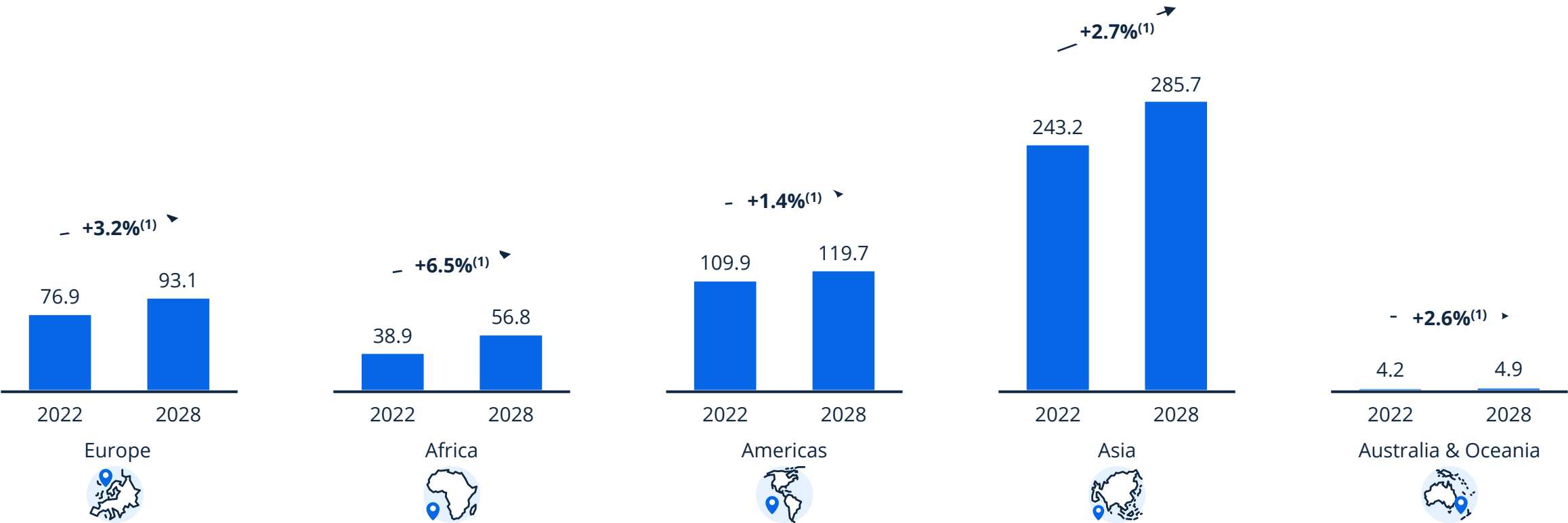
9 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With revenue of US\$ 243.2 billion, Asia is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

Revenue in billion US\$



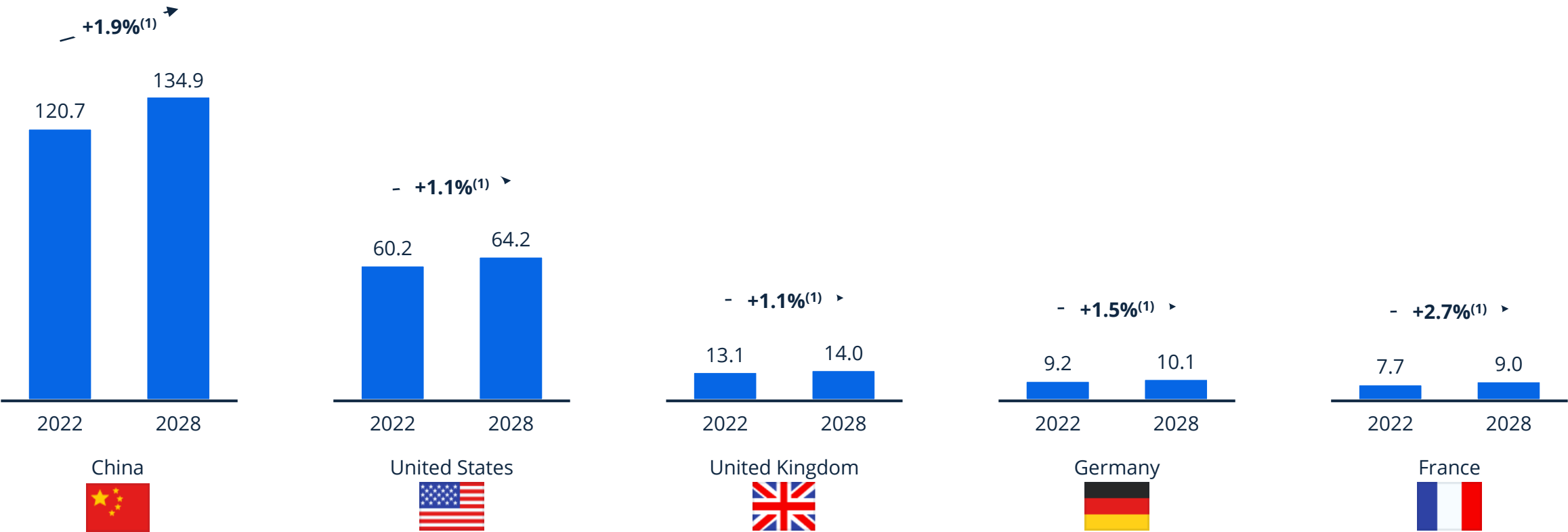
10 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With revenue of US\$ 120.7 billion, China is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

Revenue in billion US\$



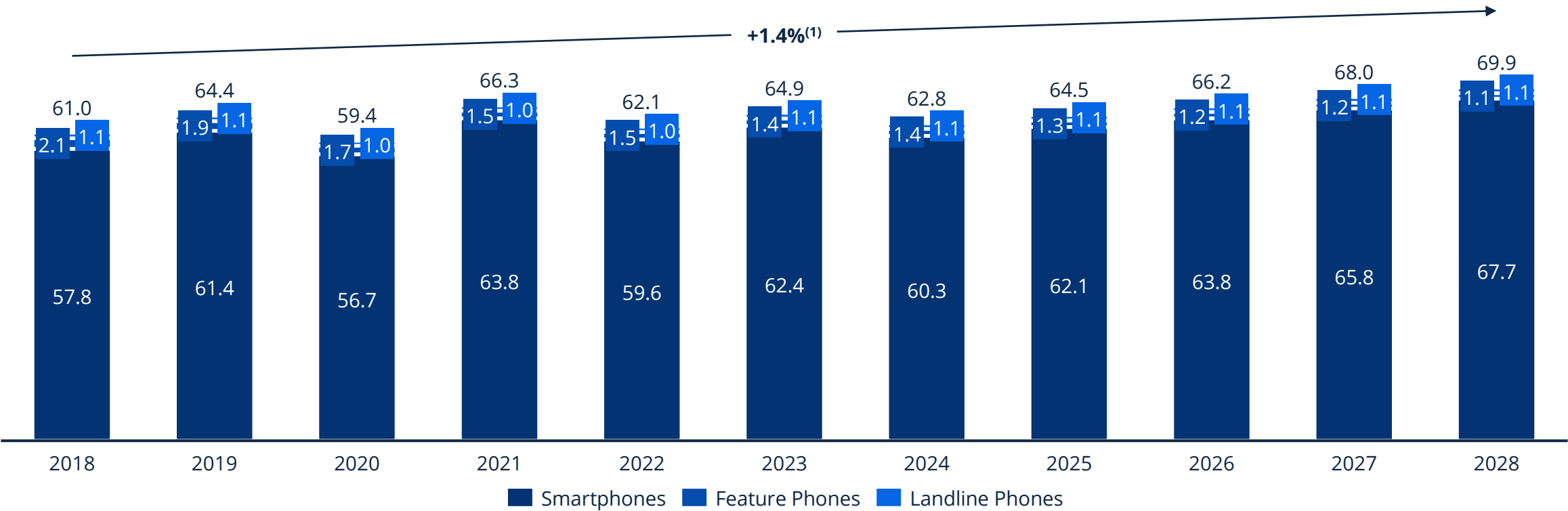
11 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

Telephony average revenue per capita is estimated to increase at a CAGR⁽¹⁾ of 1.4% from 2018 to 2028

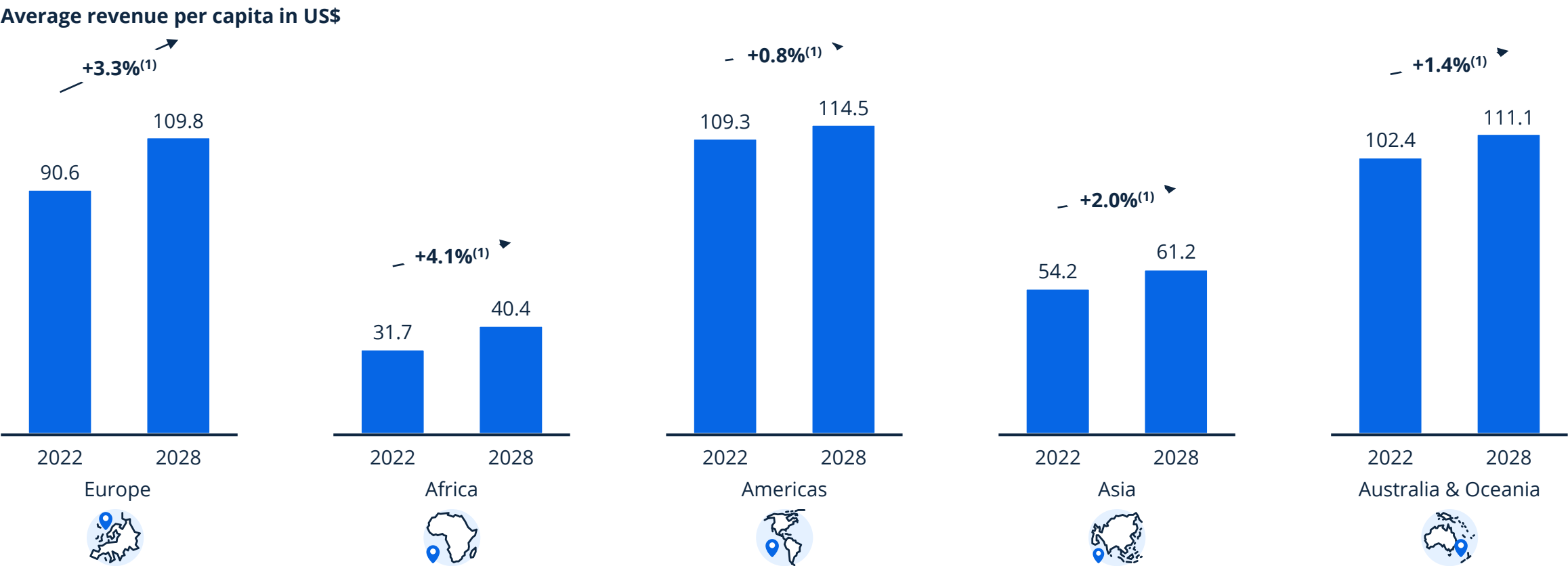
Market Size: Global

Average revenue per capita in US\$



With average revenue per capita of US\$ 109.3, Americas is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)



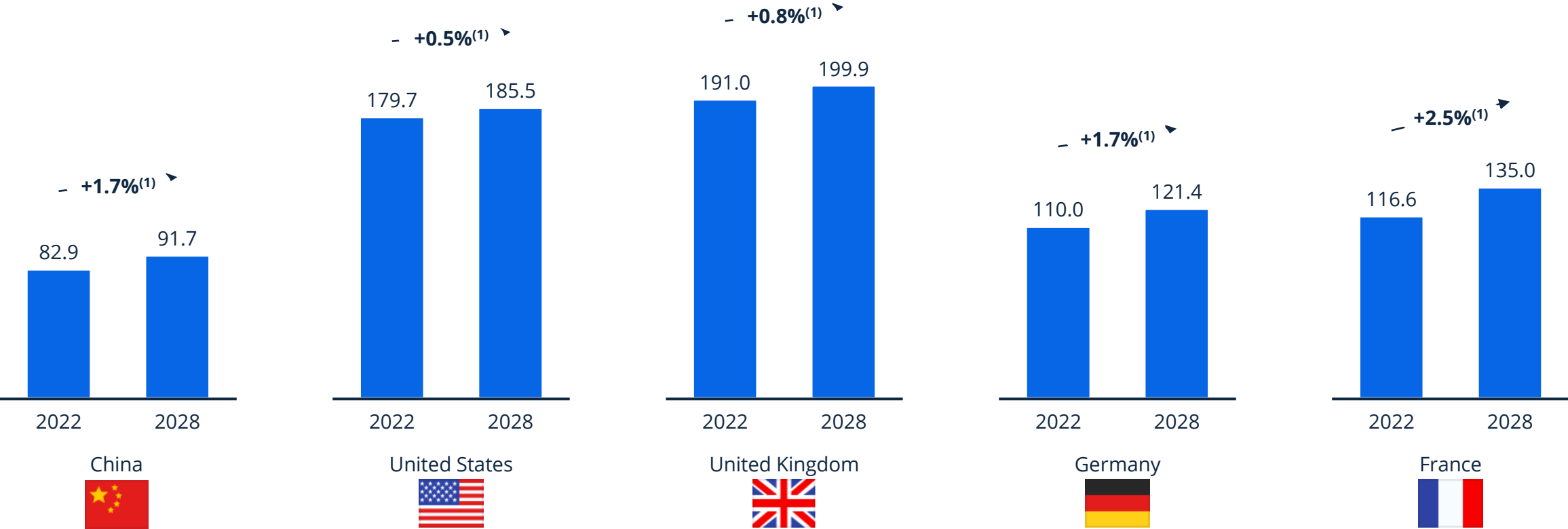
13 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With average revenue per capita of US\$ 191.0, the United Kingdom is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

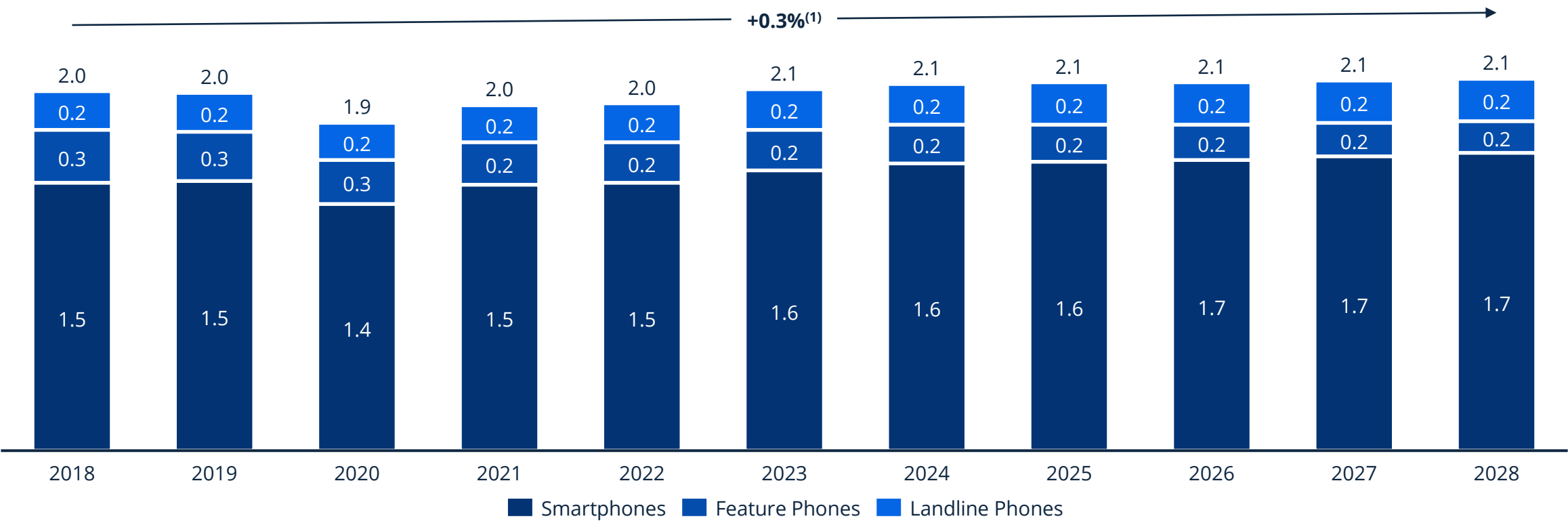
Average revenue per capita in US\$



Telephony volume are estimated to increase at a CAGR⁽¹⁾ of 0.3% from 2018 to 2028

Market Size: Global

Volume in billion pieces



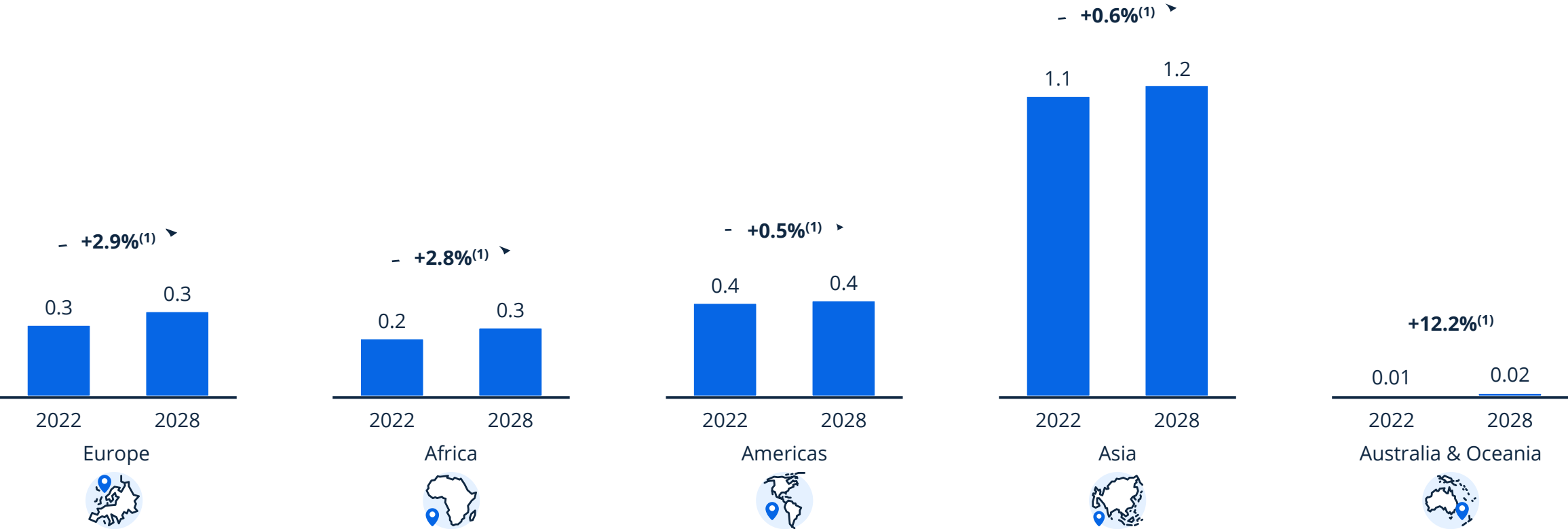
15 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With volume of 1.1 billion pieces, Asia is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

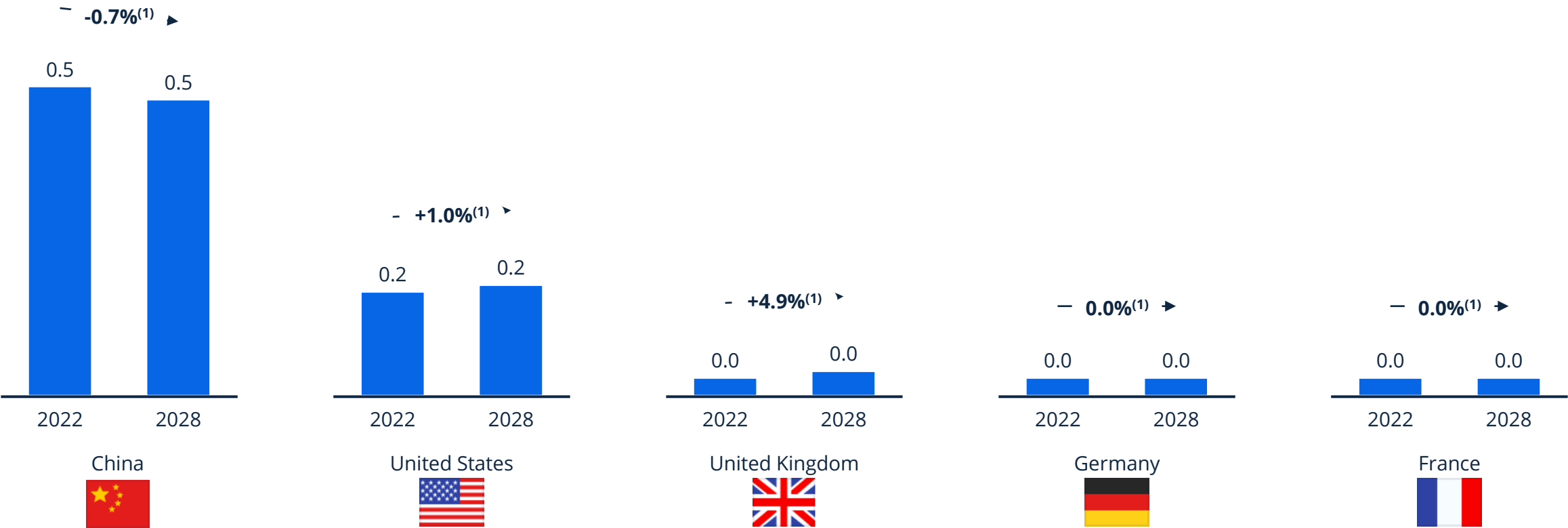
Volume in billion pieces



With volume of 0.5 billion pieces, China is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

Volume in billion pieces



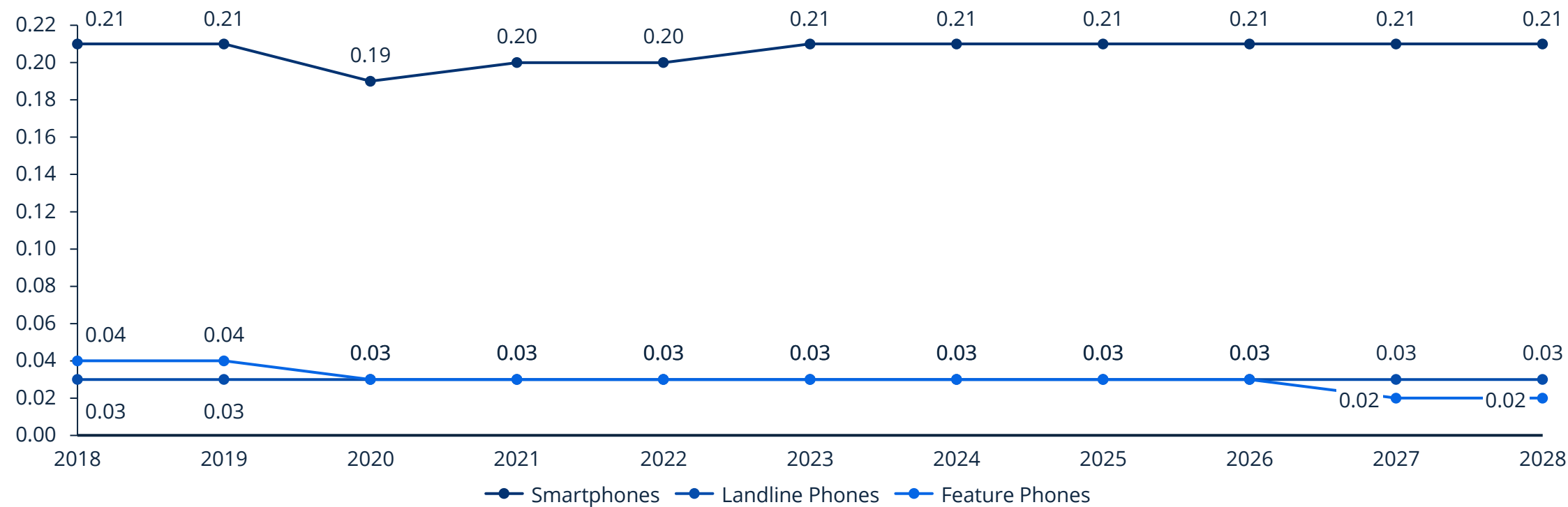
17 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

Telephony volume per capita are estimated to decrease from 2018 to 2028

Market Size: Global

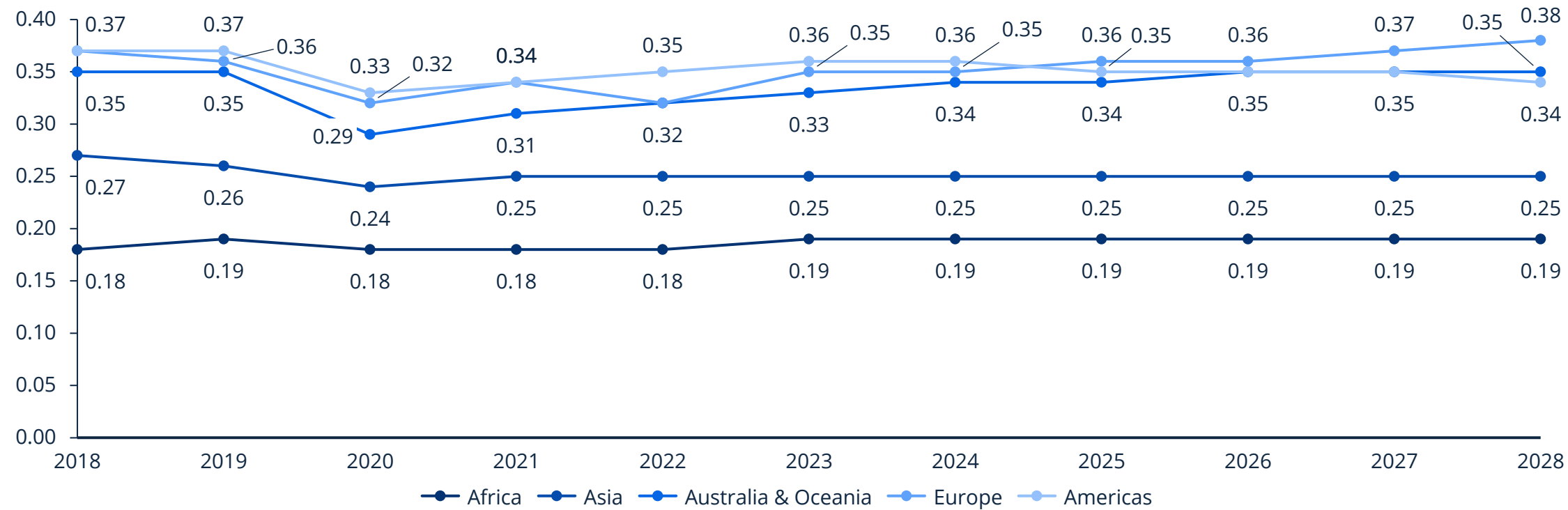
Volume per capita in pieces



Europe has the biggest market in Telephony volume per capita in 2028

Market Size: Regional Comparison (1/2)

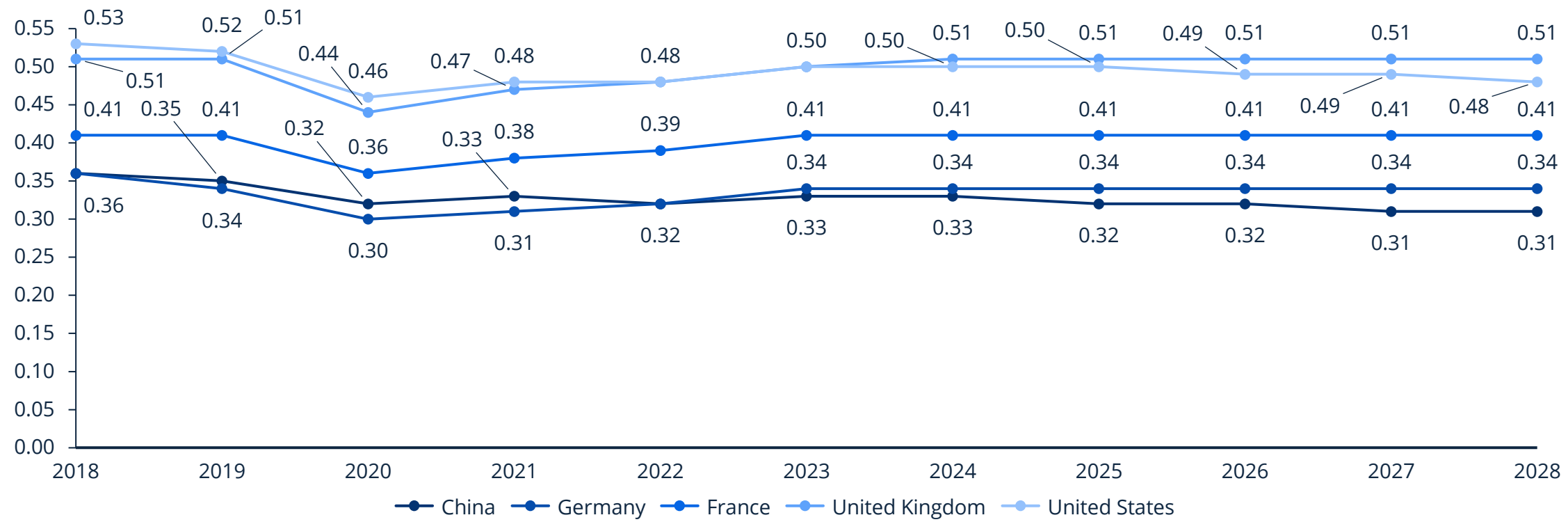
Volume per capita in pieces



With volume per capita of 0.5, the United Kingdom is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

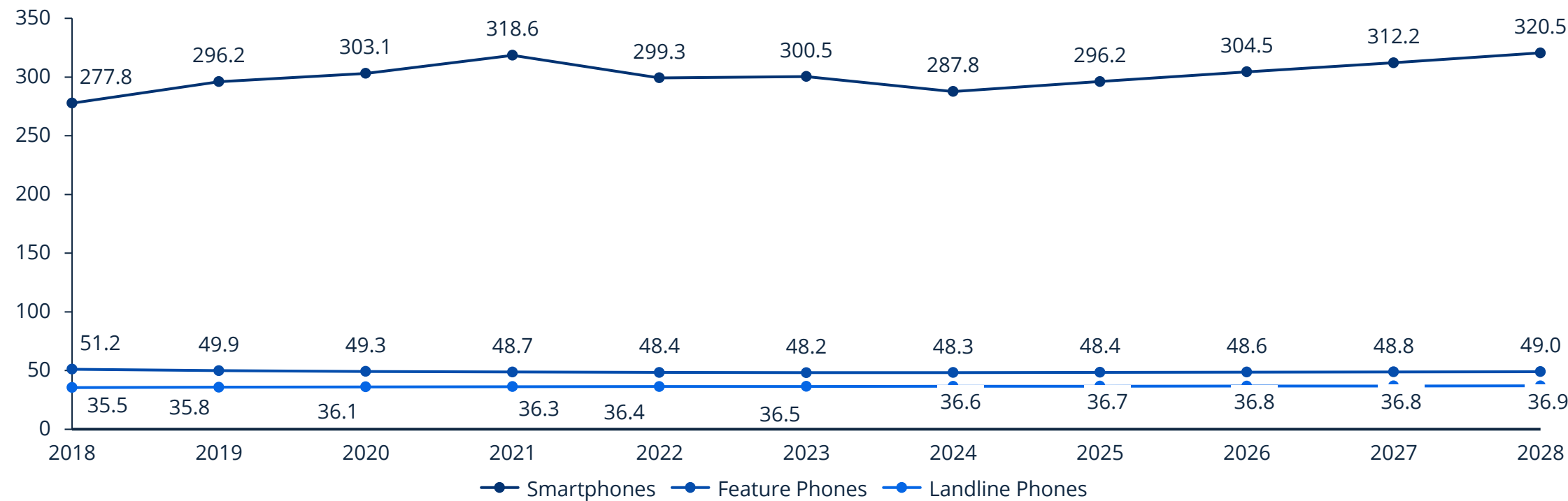
Volume per capita in pieces



Telephony price per unit are estimated to increase from 2018 to 2028

Market Size: Global

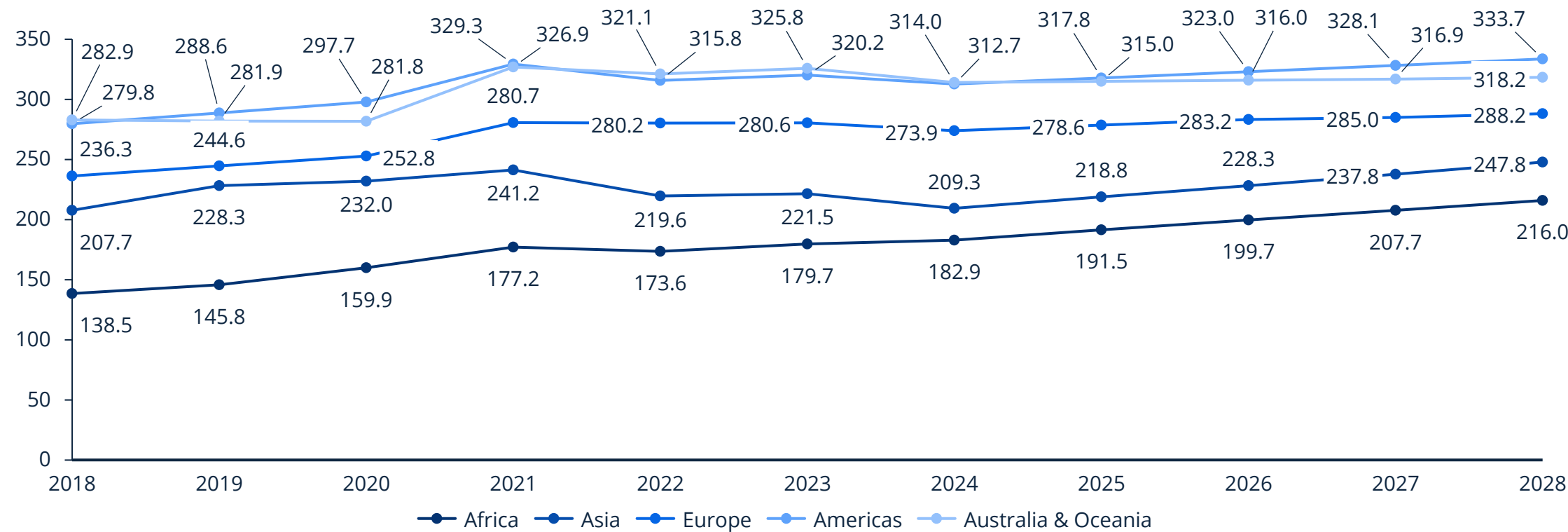
Average price per unit in US\$



Americas has the highest price in Telephony market in 2028

Market Size: Regional Comparison (1/2)

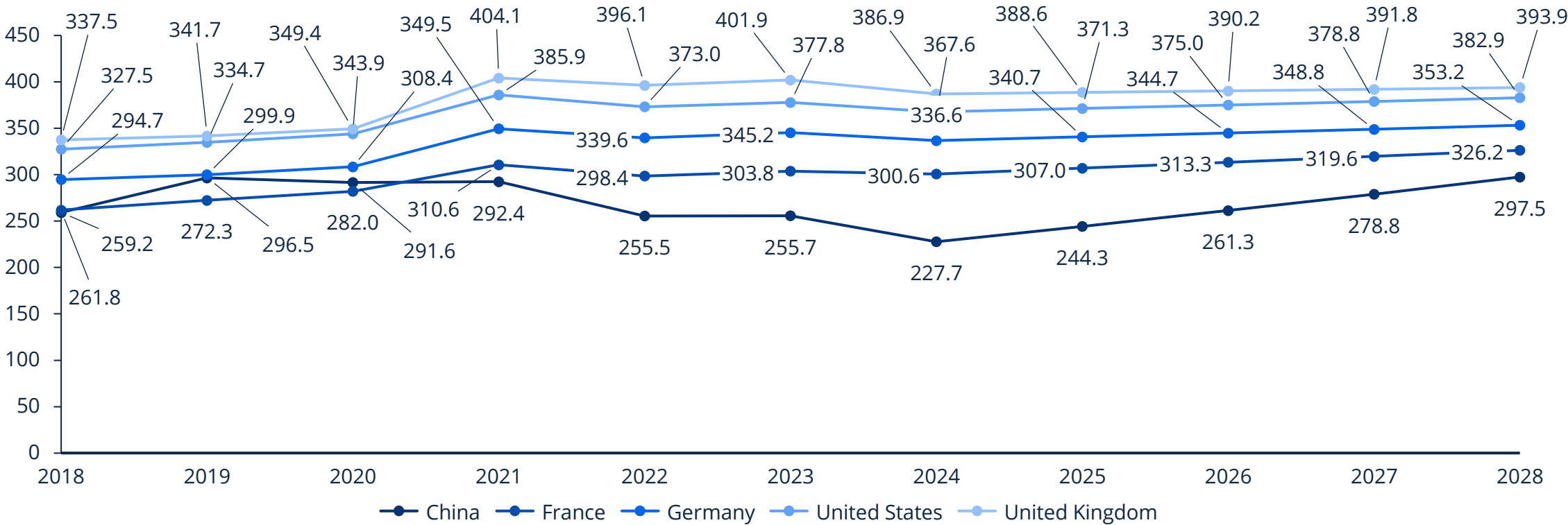
Average price per unit in US\$



With price per unit of US\$ 396.1, the United Kingdom is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

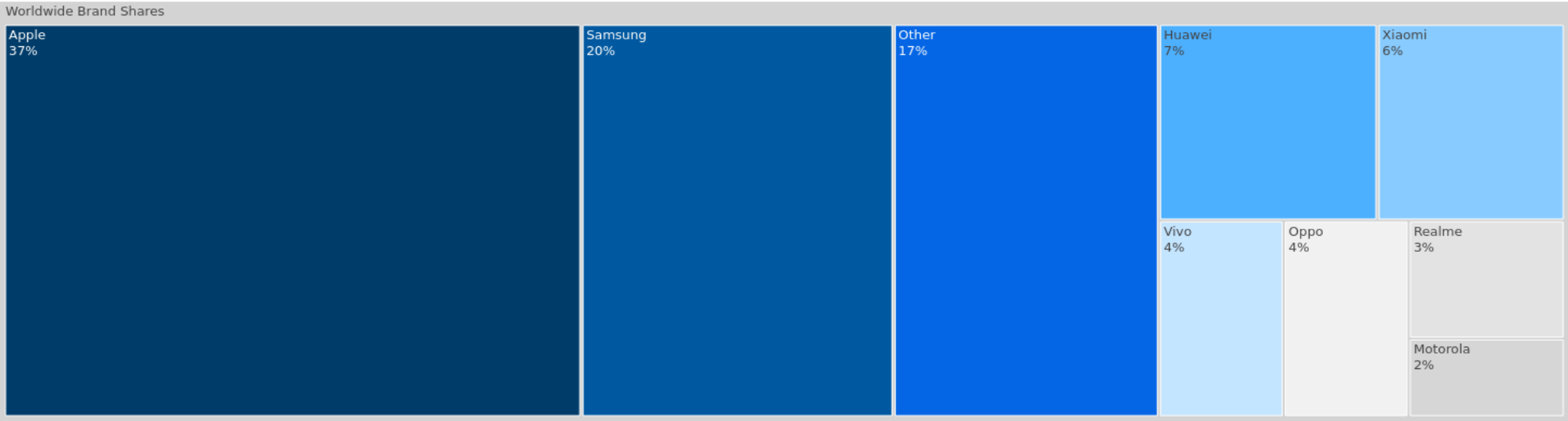
Average price per unit in US\$



In 2022, Apple had the highest share in Telephony

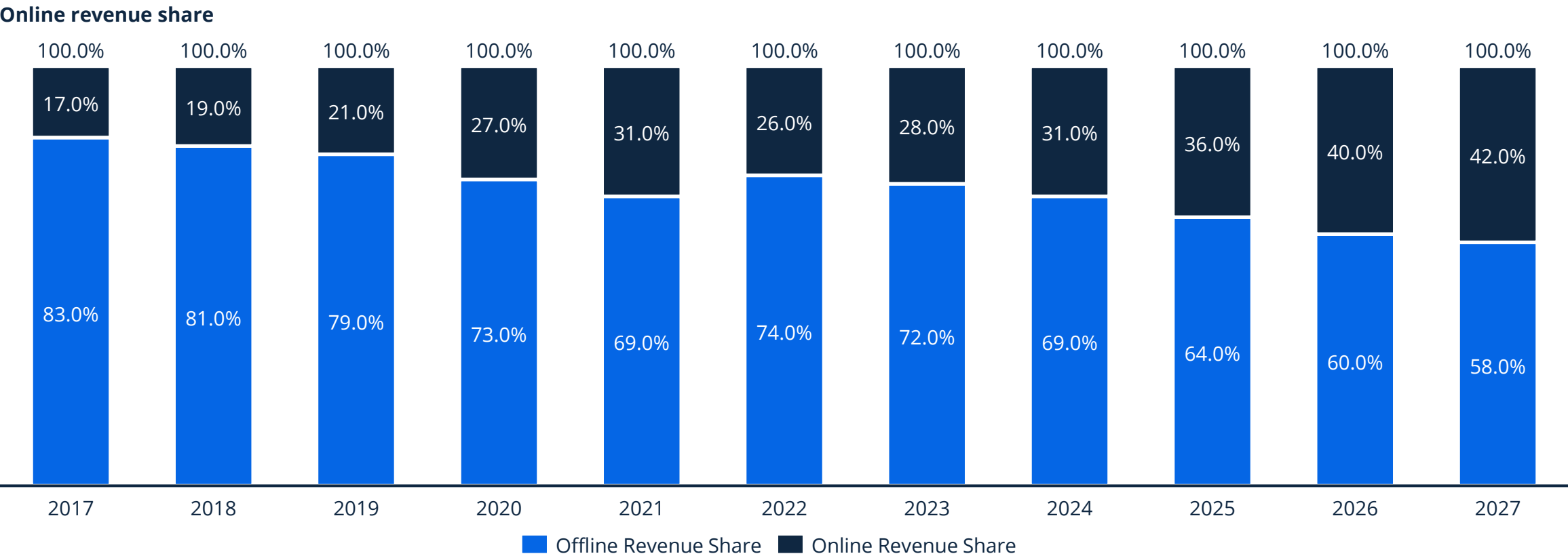
Further Market Analysis

Brand share in 2022



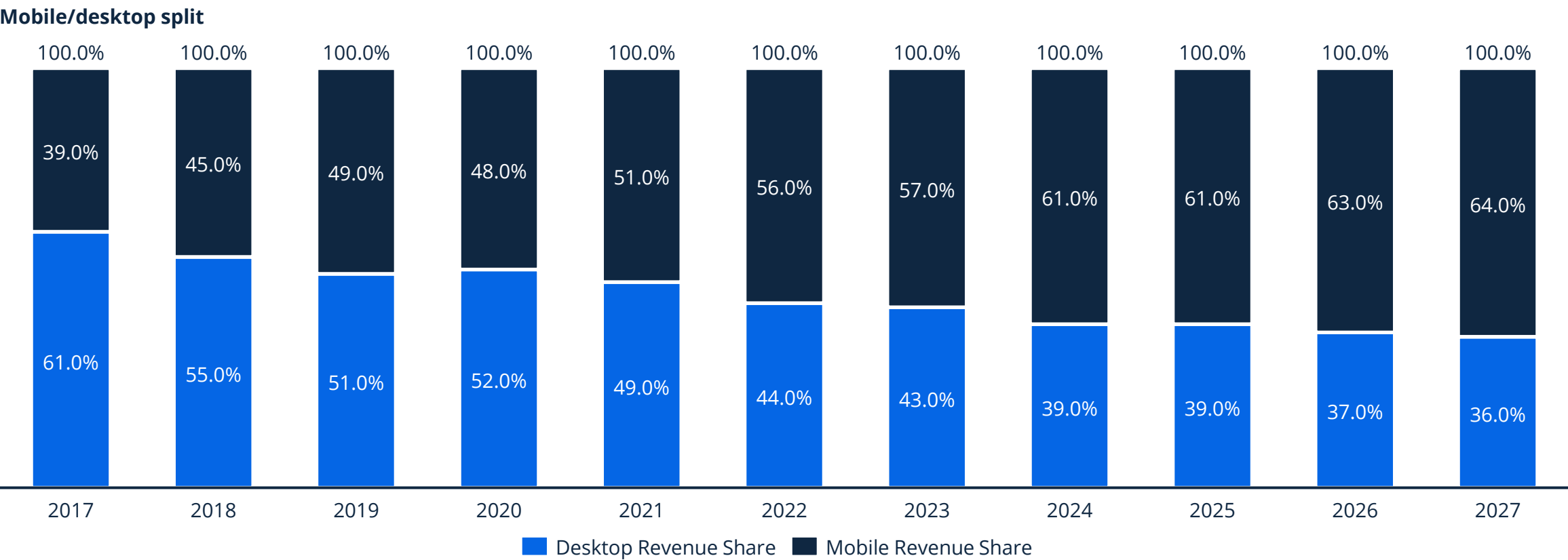
In the Telephony market, Online Revenue 's share reached 26.0% in 2022

Further Market Analysis



In the Telephony market, MobileOnline 's share reached 56.0% in 2022

Further Market Analysis



CHAPTER 3

Appendix



STATISTA MARKET INSIGHTS

Market Insights – market data, forecasts, and qualitative insights

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Yufei Han studied Business Administration at the University of International Business and Economics, Beijing, (B.A.) and at the University of Erlangen-Nürnberg (M.Sc.). He gained a comprehensive understanding of market structures working as a researcher for the business development department of Siemens Healthineers. In the Consumer Market Insights, he is mainly responsible for electronics and durable goods.