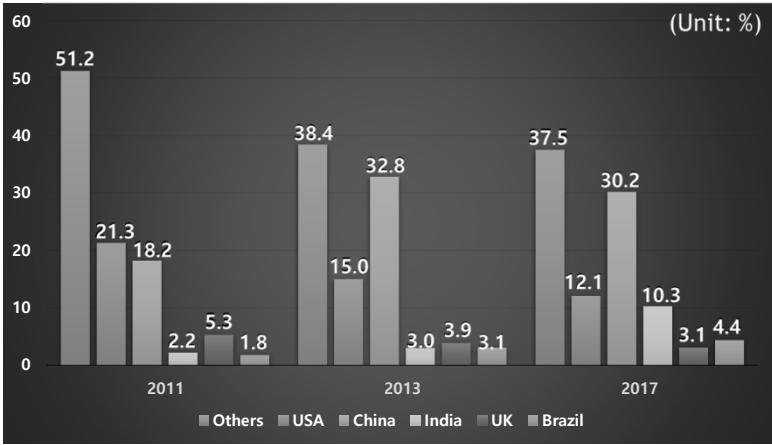


Mobile Business Rankings & Analysis

Smartphone  
Market Analysis

Smartphone Market Analysis

❖ Global Smartphone Market Share by Country



[Ref] Statista, Global smartphone market share in 2011, 2013 and 2017, by country, 2018

## Smartphone Market Analysis

### ❖ Global Market Share by Leading Smartphone Venders

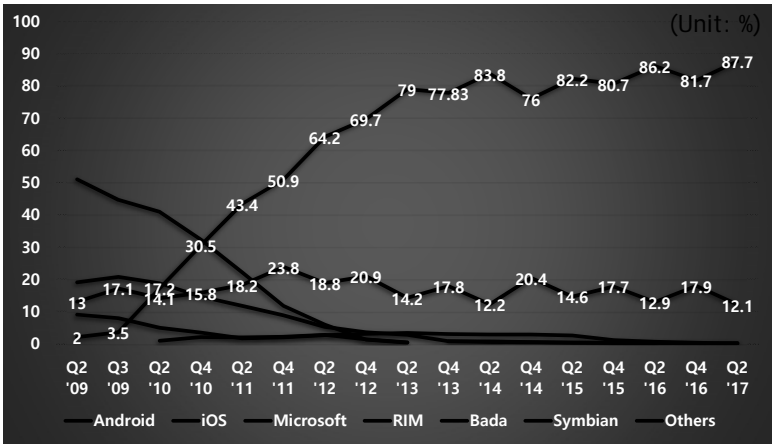
(Unit: %)

	Samsung	Apple	Huawei	OPPO	Others
Q4 2017	18.4	19.2	10.2	6.8	45.4
Q3 2017	22.3	12.5	10.5	8.2	46.5
Q2 2017	23.3	12.0	11.3	8.1	45.3
Q1 2017	22.8	14.9	9.8	7.4	45.1
Q4 2016	18.1	18.3	10.6	7.3	45.7
Q3 2016	20.9	12.5	9.3	7.1	50.2
Q2 2016	22.7	11.7	9.3	6.6	49.7
Q1 2016	23.8	15.4	8.4	5.9	46.5

[Ref] Statista, Global market share held by leading smartphone vendors from 4th quarter 2009 to 4th quarter 2017, 2018.

## Smartphone OS Market Analysis

### ❖ Global Mobile OS Market Share



[Ref] Statista, Global mobile OS market share in sales to end users from 1st quarter 2009 to 2nd quarter 2017, 2018.

## Smartphone Market Analysis

### ❖ Number of Global Mobile Subscription by Technology

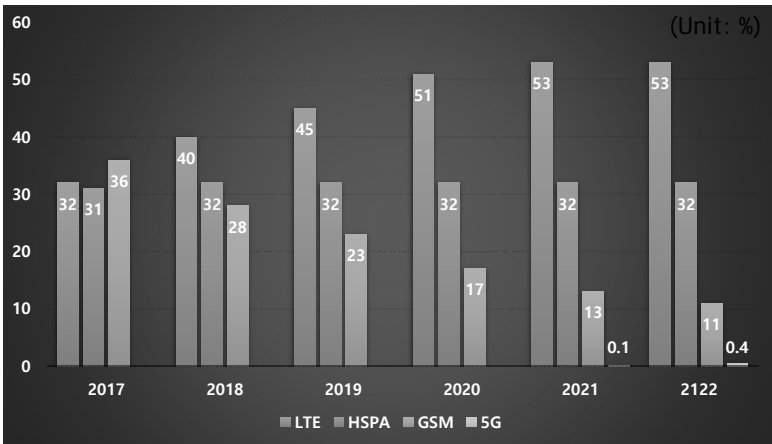
(Unit: millions)

	LTE	GSM	HSPA	CDMA	TD-SCMA
Q2 2017	2370	3000	2200	193	85
Q1 2017	2160	3000	2200	215	92
Q4 2016	1900	3000	2300	234	100
Q3 2016	1680	3197	2254	256	119
Q2 2016	1452	3334	2242	294	133
Q1 2016	1290	3500	2200	312	153
Q4 2015	1000	3600	2200	332	169
Q3 2015	928	3714	2077	355	195
Q2 2015	769	3827	2009	374	215

[Ref] Statista, Number of global mobile/wireless subscriptions by technology from 2010 to 2017 (in millions), 2018.

## Smartphone Market Analysis

### ❖ Mobile Technologies Market Share Subscriptions Worldwide Forecast



[Ref] Statista, Mobile technologies market share of subscriptions worldwide forecast from 2017 to 2022, 2018.

## Smartphone Market Analysis

### ❖ Forecast of Global Mobile Application Market

(Unit: million US dollar)

Year	2015	2016	2017	2018	2019	2020	CAGR (`15~`20)
APP download	26,990	27,664	28,936	29,977	30,816	31,432	3.3%
In-APP payment	14,001	23,771	36,887	52,785	71,682	92,470	45.9%
In-APP advertisement	4,375	6,772	10,694	16,693	25,441	38,670	54.6%
Total	45,366	58,207	76,516	99,455	127,939	162,572	29.1%

[Ref] 5G Forum, Market analysis of 5G mobile services, 5G Service Roadmap 2022, 2016.

## Mobile Business Rankings & Analysis

# References

## References

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