

# Smartphone Horizon Service

Empowering you with premium intelligence, strategic forecasts, and interactive tools to drive smarter, faster decisions in a shifting smartphone market.

## Key Questions Answered

- How are smartphone shipments changing by price band, brand and spec?
- How are displays expected to perform by brand? Other features?
- What is the status of production and supply chain diversification for OEMs and key suppliers?
- What is the feature penetration for smartphones by country?
- What channel strategy should vendors make to grow their business in India?
- What are the challenges to expanding in the enterprise segment?
- How should vendors expand high-end segment performance in Europe?
- Will AI become a driver for device upgrades? What's the business model for AI smartphones?

## What We Offer

- Key technology trends shaping smartphone innovation and adoption across price tiers and regions
- Unpack vendor strategies, including how top brands are integrating new technologies into their product decisions
- Identify market and channel opportunities via assessing market sizing, segmentation, distribution dynamics
- Go-to-market strategy benchmarks by country and region
- Monitor disruptive technologies like AI, foldables and connectivity—what's hype and what's here to stay
- Access channel and supply-side insights to understand how the ecosystem views innovation and shifts



The **\$500 billion** smartphone industry is on the cusp of a transformative era, with advancements like AI set to reshape the landscape over the next five years. As global leaders intensify R&D investments, they aim to unlock new opportunities while strengthening existing revenue streams. Omdia's extensive research, covering the entire smartphone value chain—from supply to demand—provides invaluable insights to empower clients at every stage of their growth journey.



**Nicole Peng**

*Research VP, Consumer*

**SPEAK WITH OUR EXPERTS**

# Delivering exclusive and premium smartphone market intelligence

## Key Deliverables



### Smartphone Forecast by Price Band and Key Feature

Quarterly database offering a **5-year** forecast of key features—such as AMOLED vs. LCD, foldables, AI capability, DRAM/NAND, and 5G—by price tier and region.



### Smartphone Feature Penetration

Quarterly data showing hardware feature penetration (% of shipments) across **50+** countries covering critical components like SoC, camera, display, fingerprint sensor, battery, IP rating, NFC and more.



### Smartphone Model Tracker

Track model-level shipments and specifications by country, vendor, and price band. Updated quarterly across **35+** countries, covering details such as chipset, display, memory, battery, OS and camera resolution.



### Country-Level Databases

Highly detailed quarterly and monthly shipment data by country, vendor, model, and key specs alongside forecasts up to **5** years and cover over **80** countries. Includes smartphone and feature phone shipment and installed base forecasts by price band and platform.



### Channel Databases: Smartphone Route to Market

Quarterly insight into sales by channel type (retail, operator, online, etc.) and by end-user in **80+** countries and shipment estimates across both tier-one and tier-two distribution levels.



### Smartphone Technology Trends

Quarterly reports highlighting major shifts in hardware innovation—such as foldables, AI acceleration, connectivity—and how these trends impact product development across global vendors.



### Market Dynamics and Vendor Strategy Reports

Quarterly and annual written analysis integrating data, GTM insights, and market movements across regions. Includes a vendor performance index, strategic spotlights and annual outlooks.



### Smartphone Vendor Technology and Product Outlook

Annual deep dives into how leading global and regional vendors are evolving their product portfolios and hardware bets. Includes analysis of design shifts, feature inclusion, and differentiation tactics across premium and mid-tier devices.

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