

Low Cost Handsets & Entry Level Smartphones Analysis & Forecasts 2011-2015

Expert Market Planning Tool - Unique Industry Analysis - Valuable Forecasting Suite

This strategic report provides a detailed assessment of the low cost handset market analysing and forecasting for three handset categories, ultra-low cost handsets, low costs handsets and entry level smartphones.

Within two forecast chapters the number of handset shipments, installed base and the number of users are projected by eight key regions, for each of the three handset segments. The report also identifies and forecasts the combination of low cost and ultra-low cost handsets.

The report investigates the new features on lower end devices, including browsers, email and social networking facilities and includes strategic recommendations for players across each sub-sector.

Key Questions Answered in this Report:

- Which strategies are players adopting for the entry level smartphone sector?
- Which markets are operators and vendors focusing on? And why?
- What drivers have made mobile email and mobile data more on low-end devices?
- How many low-cost handsets and ultra-low-cost handsets are forecast to be sold over the next five years?
- How many low-cost smartphones are due to be shipped in 2015

Key Benefits:

- A unique study of the low cost handsets market including technologies, market characteristics and forecasts.
- Analysis of emerging opportunities for vendors and operators.
- Unique insight: interviews of leading players with significant experience of the low cost handsets market.
- Benefit from fresh thinking, intelligent market assessment.

A close-up photograph of a hand holding a silver flip phone, with the phone open and the screen visible. The background is a soft, out-of-focus purple and white light pattern.

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Low Cost Handsets & Entry Level Smartphones: Analysis & Forecasts

report overview

This report provides a concise evaluation of operator and vendor strategies with regard to the mobile internet in emerging markets, including in-depth interviews with key players such as Opera, Synchronica and Bolt.

Regional analysis of the emergence of local handset manufactures such as Micromax is presented along with expert commentary of the continuing development of ZTE and Huawei.

analysis & forecasts

Report Analysis

6 Year Analytical Forecasts provides a definitive up-to-date examination of present and future opportunities across the low cost handsets marketplace, focusing on key regions until 2015.

Split by 8 Key Regions North America; South America; Western Europe; Central & Eastern Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East.

Complete Market Dissection offers an expert evaluation of low cost handsets markets, featuring: drivers and constraints; interviews and critical insight from key market players; market leader profiles, cutting-edge strategies and real-world case studies; plus essential advice for optimising revenues.

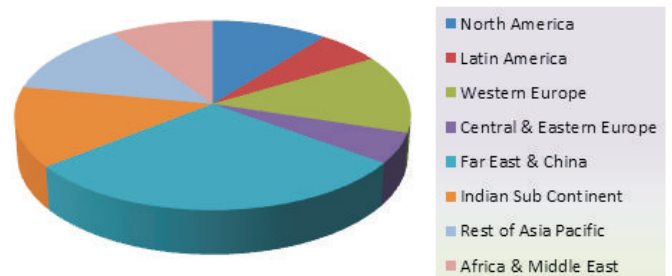
Visual Clarity with 32 tables and full colour forecast charts.

Market Forecast Suite 2011-2015

Low Cost Handsets annual shipments; installed base; market values of global low cost handset shipments

Ultra-Low Cost Handsets annual shipments; installed base; market values of global ultra-low cost handset shipments

Entry Level Smartphone Shipments (m) Split by 8 Key Regions – 2015



Entry Level Handsets annual shipments; installed base; market values of global entry level handset shipments; smartphone shipments

Smartphones annual shipments; entry level shipments; entry level installed base; new handsets that are smartphones

our background

Juniper Research specialises in providing high quality analytical research reports & consultancy services to the telecoms industry. We have particular expertise in mobile, wireless, broadband & IP-convergence.

Juniper is independent & provides authoritative assessments of markets, technologies & industry players. Our analysts are experienced senior managers with proven track records in each of their specialist fields.

Each report is thoroughly researched, intelligently written & proof-read by qualified experts prior to publication. The report offers a rich mix of graphics, illustrations, technology roadmaps and tables.

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Executive Summary

1. The Low Cost Opportunity

Introduction

- Scope of the report; Demands on the low cost handset; Low cost devices within the overall handset market
- Category definitions: ultra low cost handset; the internet/email-enabled handset (low cost handset); the entry level smartphone

Defining Low Cost

- Low cost markets: limited penetration; absence of infrastructure; prepaid rules; who owns the customer?
- Low cost handset requirements: voice functionality; SMS; low price-point; robust design; limited number of components; long battery life

The Future of Low Cost Handset

- Enabling basic phones with the mobile browser; Critiques levelled at the low cost handset

The SIM-Only Possibility

- Phone sharing

The Total Cost of Ownership Debate

- Nokia study; Lowering the cost of ownership; Extending the feature set

Conclusion

2. Low Cost Markets Drivers & Inhibitors

Introduction

- The handset industry in context; Emerging market trends supporting the low cost handset market; How the low cost market has changed

New and Traditional Drivers

- 'Traditional' low cost handset drivers; ARPU (mobile ARPU forecast)

Power Availability

- Operator strategies: growth through acquisition
- Cost savings; Increase in operators' revenues; Increased marketing opportunities; Increase in the subscriber base; Reducing the bill of materials
- "New" drivers: own-brand handset initiatives from operators are now

commonplace; local handset vendors have entered the market in force; the advent of the low cost internet

Inhibitors

- Traditional inhibitors; "New" inhibitors

Market Enablers and Opportunities

Geographical Overview of Low Cost Markets

- Africa: penetration rates
- India: leading mobile operators and their owners; MTS handset portfolio; selected handsets available in India

Conclusion

3. Strategies & Players

Introduction

Handset Strategies

- Low cost and ultra low cost handset trends

Overall Handset Trends

- The challenges of hardware differentiation; Commoditisation brings risks to handset suppliers; Evolving the strategy beyond hardware; Incumbent handset vendor/new entrant balance

The Market Players

- Nokia: historic low cost handset initiatives; focus on services; devices; Ovi; Ovi Mail; life tools; product launches
- ZTE: emerging market emphasis
- Samsung: low cost devices
- Other players: LG Electronics; HTC
- Local handset players - China and India: Qiao Xing Mobile; Micromax

Operators

- Orange Group; Vodafone

Local Operators' Initiatives

- Zain

Chipset and Software Manufacturers

- Broadcom; Synchronica; Opera
- Emerging market trends: Russia and CIS; South East Asia; Africa; Latin America

4. Entry Level Smartphones

Introduction

Entry Level Smartphone Trends

- Developed market operators' own-brand strategies; Developing markets

The Role of the Chipset

Total Handsets Installed Base

The Smartphone Market

- Smartphones as a proportion of the mobile handset market: percentage of new handsets that are smartphones; annual smartphone shipments
- The entry level smartphone

Entry Level Smartphone Market

Developments

- Operator initiatives: Orange; Vodafone

- India's smartphone market

Entry Level Smartphone Shipments

- Methodology
- Number of entry level smartphones shipped
- Entry level smartphones installed base

Conclusion

5. Market Forecasts for Entry Level Devices

Introduction

- Global low cost device shipment forecasts; Availability of prepaid services
- Proportion of prepaid mobile subscribers as percentage of overall subscriber base

Low Cost Handsets Forecasts

- Annual shipments
- Installed base
- Market values of global shipments

Ultra-Low Cost Handsets Forecasts

- Annual shipments
- Installed base
- Market values of global shipments

Entry Level Handsets Forecasts

- Annual shipments
- Installed base
- Market values of global shipments

Conclusion

[You can view a full table of contents on our site here...](#)

companies included

Bharti Airtel • Broadcom • HTC • LG Electronics • Micromax • MTN • Nokia • Orange Group • Ovi • Qiao Xing Mobile • Samsung • Synchronica • Telefonica • Vodafone • Zain • ZTE

author profile

Anthony Cox is a Senior Analyst with Juniper Research. Anthony has over ten years experience covering fixed, broadband and mobile telecommunications and has written extensively in the field. He was Editorial Director for Informa Telecom.

Anthony holds a Masters in Business from the University of Greenwich and a BA Joint Honours in French and Hispanic Studies from University of Nottingham.

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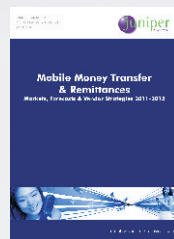
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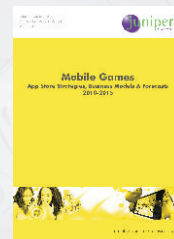
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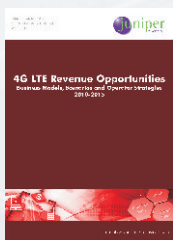
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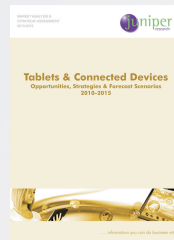
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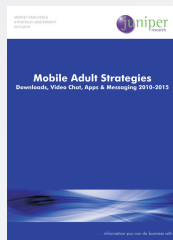
Indian Sub Continent Mobile Market



4G LTE Revenue Opportunities



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