

IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

Smartphone

Real-time access to a continuous flow of research across geographies, topics and application area.

COVERAGE HIGHLIGHTS

IHS Markit offers both a standard and a premium version of this intelligence service

Premium coverage

- Smartphone shipments forecast and historical data by model, display, chipset, CPU, GPU, RAM, OS, camera, OEM and retail price
- Active smartphone installed base by model, feature and country
- The addressable market for apps, media or smartphone-compatible hardware

Standard coverage

- Smartphone shipments forecast and historical data by model, display, chipset, CPU, GPU, RAM, OS, camera, OEM and retail price.

Reports

Topical reports addressing key focus areas, detailing country, company and industry-level analysis.

Market Insights

Frequent analyst commentary on product launches, market news and analysis.

Market Trackers

Historic and forecasted, delivered in Excel and in IHS TRAX®, an online analysis tool.

Analyst Access

For prompt responses to urgent and unique questions.

Clients of the Premium service will receive:

Smartphone Model Market Tracker – Includes detailed worldwide shipment forecasts and historical data by OEM, model, key components and pricing tier. A short-term shipment forecast by OEM is also included.

Smartphone Active Installed Base Databases – Published quarterly, these databases provide historic monthly data by model, OEM, feature and country. Delivered in Excel with interactive visual pivot charts.

Handset Database - Country – Shipments are tracked by OEM and country. 70 individual countries in 7 regions are covered. A Long-term shipment forecast by country and region is included. Also handset subscription, installed base and smartphone penetration data by country.

Handset Specification Database – Provides details on over 15,000 handset specifications, updated quarterly.

Design Forecast Tool - Enables forecasting of components by OEM.

Reports – Analytical reports on trends in the global smartphone market, product launches, market news and periodic analysis of business strategy applicable to the smartphone industry. Approximately 10 reports are issued per year.

Clients of the standard service will receive:

Smartphone Model Market Tracker See description above

Handset Database – Country See description above

Handset Specification Database See description above

Research Coverage

Deliverable & Cadence	Measures
Smartphone Active Installed Base Databases Premium version only Monthly & quarterly	Smartphone model: top 20 models by OEM, by country OEM: by brand Display: screen size; PPI; resolution Sensors: fingerprint sensor, barometer, NFC, gyroscope Audio and video: audio and video codecs Software: OS; browser; Android version Camera: Rear camera MP; OIS; front camera MP Chipset: Application processor; SoC designer; SoC model; GPU Other: Dual/single/triple SIM, SIM type IP rating, battery capacity, price band, RAM, storage, SD card slot, air interface Location: Beidou; Glonass; GPS; Galileo
Design Forecast Tool Premium version only Bi-annual	Forecast of future components by OEM including, but not limited to, air interface; RAM; storage; GPS; camera; display
Mobile Handset Database – Country Quarterly	Forecast: Smartphone and feature phone, subscription installed base, net additions, and shipments by country Historical: OEM shipment by country
Smartphone Model Market Tracker Quarterly	Forecast: Smartphone shipments by OEM, model, key component & pricing tier Historical: Smartphone model global, select OEMs, feature: display interface, application processor, OS, camera, battery, price tier
Handset Specification Database Quarterly	Details on over 15,000 handset specifications

Sample of Companies Covered

Apple	Micromax	Coolpad	Huawei	Lenovo	Meizu	TCL	Samsung	Gionee	Acer
LeEco	Cherry Mobile	HTC	Oppo	Sony	Vivo	Xiaomi	ZTE	LG	Blackberry

Country-level Coverage

* **Note:** The Active Installed Base uses a different classification: China is included in APAC, and Mexico is included in North America.

Asia Pacific	Western Europe	Central & Eastern Europe	Middle East & Africa	South & Central America	North America	China
Australia	Austria	Bulgaria	Algeria	Argentina	Canada	China
Hong Kong	Belgium	Croatia	Egypt	Brazil	USA	
India	Denmark	Czech Republic	Iran	Chile		
Indonesia	Finland	Estonia	Israel	Colombia		
Japan	France	Hungary	Kenya	Mexico		
Malaysia	Germany	Latvia	Morocco	Peru		
New Zealand	Greece	Lithuania	Saudi Arabia	Uruguay		
Pakistan	Ireland	Poland	South Africa	Venezuela		
Singapore	Italy	Romania	Tunisia			
South Korea	Netherlands	Russia				
Taiwan	Norway	Slovakia				
Thailand	Portugal					
Vietnam	Spain					
	Sweden					
	Switzerland					
	UK					

Related Research

[Smartphone Electronics Design Intelligence Service](#)

[Tablet & Notebook PC Intelligence Service](#)

[Mobile Media Intelligence Service](#)

[Teardown – Mobile Handsets](#)