

Global Mobile Phones Market: Key Research Findings 2011

◆ Research Outline

Yano Research Institute has conducted a study on global mobile phones market with the following conditions:

1. Research period: September to December, 2011
2. Research target: domestic manufacturers of cell phone/smart phones, overseas manufacturers of cell phone/smart phones and PCs, contract manufacturers overseas, design houses for mobile phones overseas, market research companies overseas, domestic component manufacturers, and other organizations in the industry
3. Research methodologies: Face-to-face interviews by the specialized researchers, telephone/email surveys, and literature research

<What is the mobile phones market?>

Smart phones are included in the size of the mobiles phone market in this research. However, PHS, digital photo frames, and tablet PCs are not included in this research.

◆ Key Findings

■ **Global shipment volume of mobile phones in FY2010 rose to 1,378.45 million**

In FY2010, 1,378.45 million mobile phones were shipped throughout the world, an increase by 10.6 % Y-on-Y. The growth stemmed from expansion of demands in the emerging and the developing countries and also from popularity for smart phones in the advanced countries. The growth was prominent especially in Asian and Oceania regions

■ **Global shipment volume of mobile phones in FY2011 is expected to be 1,492.06 million**

It is estimated that global shipment volume of mobile phones in FY2011 is to grow further to reach 1,492.06 million, an increase by 8.2% Y-on-Y. Rapid growth is shown not only in Asian countries but also in the emerging and the developing countries in mid-to-southern America and Africa. Booming smart phone demands in the advanced countries is also likely to boost the shipping volume of entire mobile phones.

■ **Global shipment volume of smart phones in FY2011 expected to be 474.65 million**

The global shipment volume of smart phones in FY2011 is anticipated to attain 474.65 million, an increase by 71.2% compared to the previous year. In addition to the penetration in the advanced countries, smart phones have begun to fully spread across developing countries. Those products that support open platforms have also attracted a flood of new comers in the market.

■ **Future outlook**

Global subscribers of mobile phones are estimated to rise to 7,993.73 million people in FY2017, while 1,919.13 million of mobile phones are likely to be shipped globally.

◆ **Report format:**

Published report: “Global Market of Mobile Phones 2011-2012”

Issued on: December 16, 2011

Language: Japanese

Format: 587 pages in A4 format

Price: 262,500 yen (12,500 yen of consumption tax shall be charged for the sales in Japan.)

Contacts: Public Relations

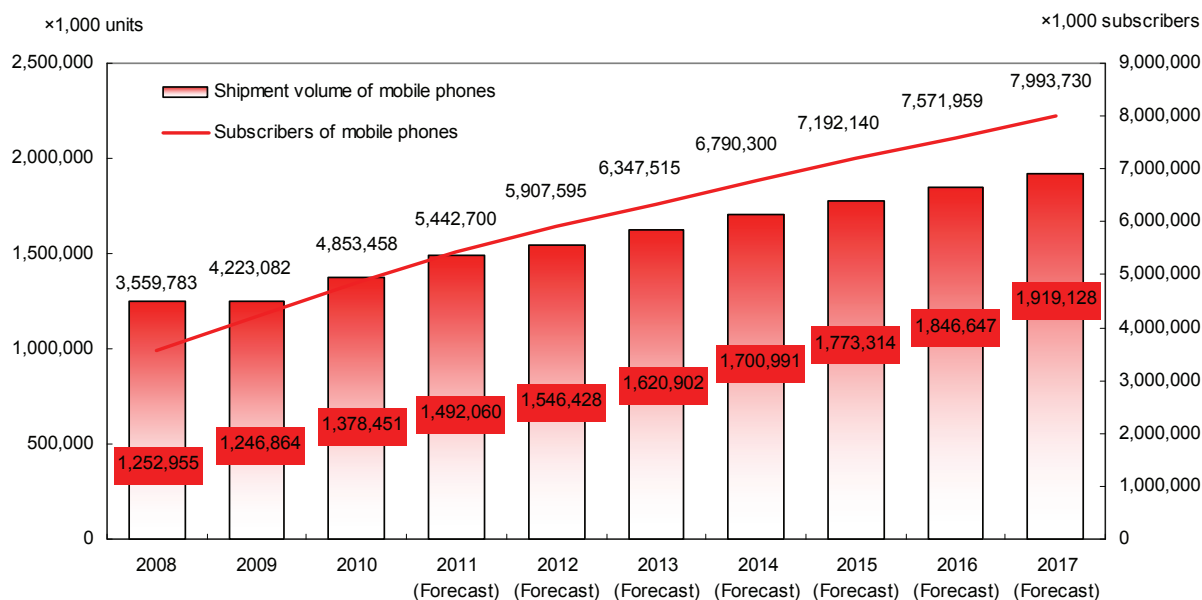
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■ **Figure 1: Global Mobile Phones Market : Transition of Number of Subscribers and Mobile Phones Shipped**

	2008	2009	2010	2011 (Forecast)	2012 (Forecast)	2013 (Forecast)	2014 (Forecast)	2015 (Forecast)	2016 (Forecast)	2017 (Forecast)
Shipment volume of mobile phones	1,252,955	1,246,864	1,378,451	1,492,060	1,546,428	1,620,902	1,700,991	1,773,314	1,846,647	1,919,128
Subscribers of mobile phones	3,559,783	4,223,082	4,853,458	5,442,700	5,907,595	6,347,515	6,790,300	7,192,140	7,571,959	7,993,730

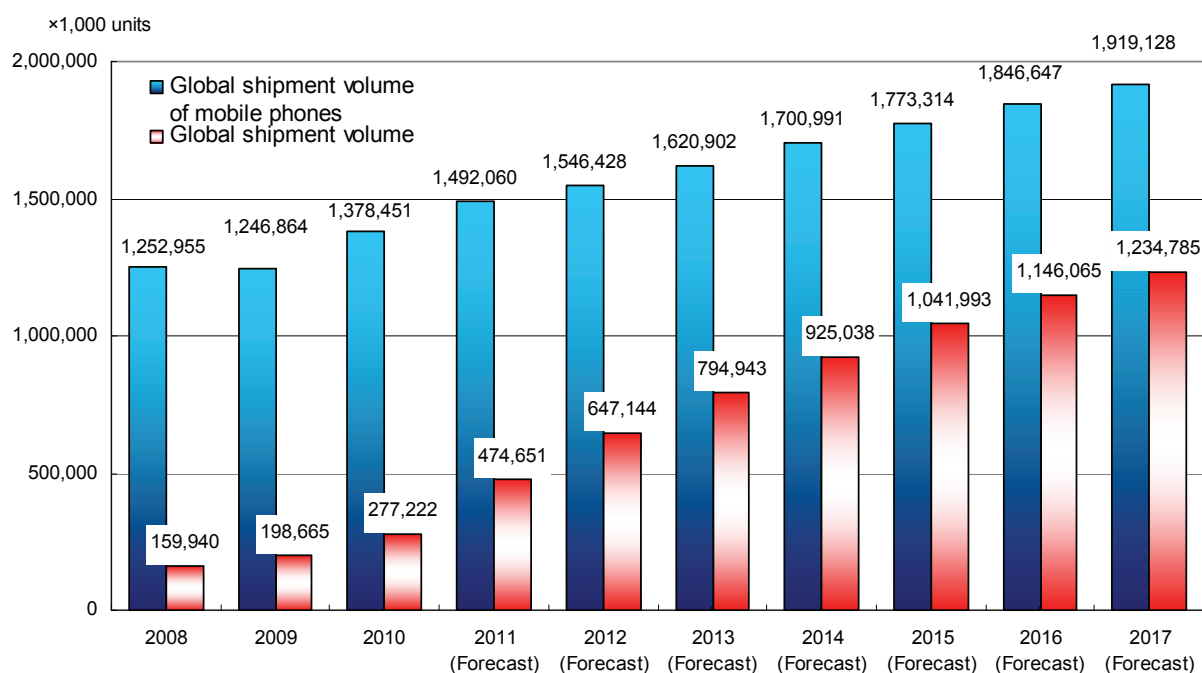


Notes:

1. Shipment volume of mobile phones is based on shipment volume from manufacturers
2. Smart phones are included in the size of the mobile phone market in this research. However, no PHS, digital photo frames, and tablet PCs are included.
3. 35 countries and a region were covered in this research.

■ **Figure 2: Global Mobile Phones Market : Transition and Forecast on Shipment Volume of Mobile Phones and Smart Phones**

	2008	2009	2010	2011 (Forecast)	2012 (Forecast)	2013 (Forecast)	2014 (Forecast)	2015 (Forecast)	2016 (Forecast)	2017 (Forecast)
Global shipment volume of mobile phones	1,252,955	1,246,864	1,378,451	1,492,060	1,546,428	1,620,902	1,700,991	1,773,314	1,846,647	1,919,128
Global shipment volume of smartphones	159,940	198,665	277,222	474,651	647,144	794,943	925,038	1,041,993	1,146,065	1,234,785



Notes:

4. The figures are based on shipment volume from manufacturers
5. Smart phones are included in the size of the mobile phone market in this research. However, no PHS, digital photo frames, and tablet PCs are included.
6. 35 countries and a region were covered in this research.