

Global Mobile Phones Market: Key Research Findings 2016

◆ **Research Outline**

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

1. Research period: June to September, 2016
2. Research target: Mobile phone/smartphone manufacturers, domestic semiconductor manufacturers, telecommunication businesses, and other organizations in the industry
3. Research methodologies: Face-to-face interviews, telephone/email surveys, and literature research

<What is a 4G (Fourth Generation) Mobile Phone Service? >

The fourth generation (4G) mobile phone service in this research indicate those service standards including LTE-Advanced, LTE-Advanced Pro, and Wireless MAN-Advanced (WiMAX2) standards, in addition to those so-called 3.9 generation-services such as LTE (Long Term Evolution) standard and TD-LTE (TDD), regulated by ITU (International Telecommunication Union). Note that WiMAX and HSPA+ standards are not included.

◆ **Key Findings**

■ **Global Number of Subscriptions of Mobile Phone Services Attained 7.9 Billion in 2015, Projected to Achieve 9.150 Billion by 2022**

The global number of subscriptions of mobile phone (communication) services in 2015 attained 7,942,787 thousand, more than 7.9 billion, which indicates that the ownership rate of mobile phones against the global population accounts for 111.5%. The global number of subscriptions in 2016 is likely to rise to 8,208,195 thousand (the mobile-phone ownership rate to account for 112.2%), and is expected to be 9,148,380 thousand by 2022, the ownership rate to achieve 115.6%.

■ **Global Number of Subscriptions of 4G in 2016 Likely to Achieve 1,816.08 Million**

The fourth generation (4G) mobile phone services have progressively been provided to developed countries as well as many of emerging countries, which made the global number of subscriptions of the services in 2015 to exceed 1 billion. As 4G services have been adopted by various countries throughout the world, rapid expansion is expected in 2016, when the global number of subscriptions of the services to attain 1,816,080 thousand.

■ **Global Shipment Volume of Handsets in 2016 Projected to Attain 1,960,760 Thousand Units**

Global number of handsets (total of feature phones and smartphones) to be shipped in 2016 is expected to reach 1,960,760 thousand. Among them, number of feature phones is projected to be 446,640 thousand, and number of smartphones 1,514,120 thousand. Overall shipment volume of handsets is likely to be about the same as that of the previous year.

◆ **Report Format:**

Published report: “Global Market of Mobile Phones 2016-2017”

Issued on: September 30, 2016

Language: Japanese

Format: 616 pages in A4 format

Price: 250,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

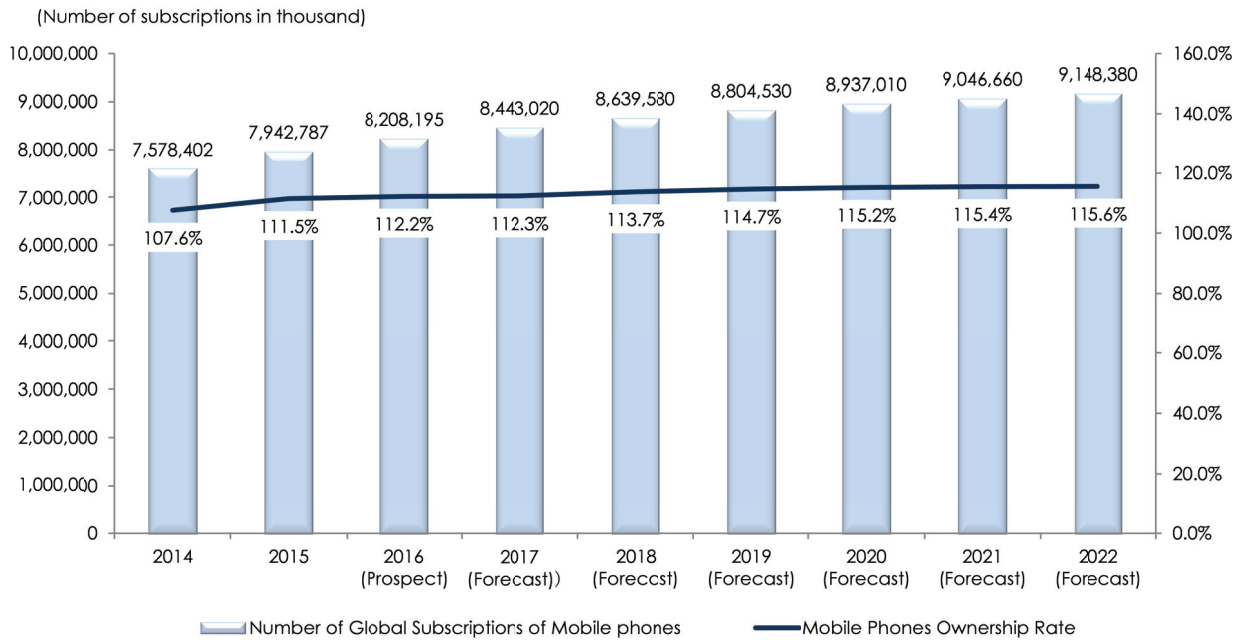
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■ **Figure 1: Transition of Global Number of Subscription of Mobile Phones Services and Mobile Phones Ownership Rate**

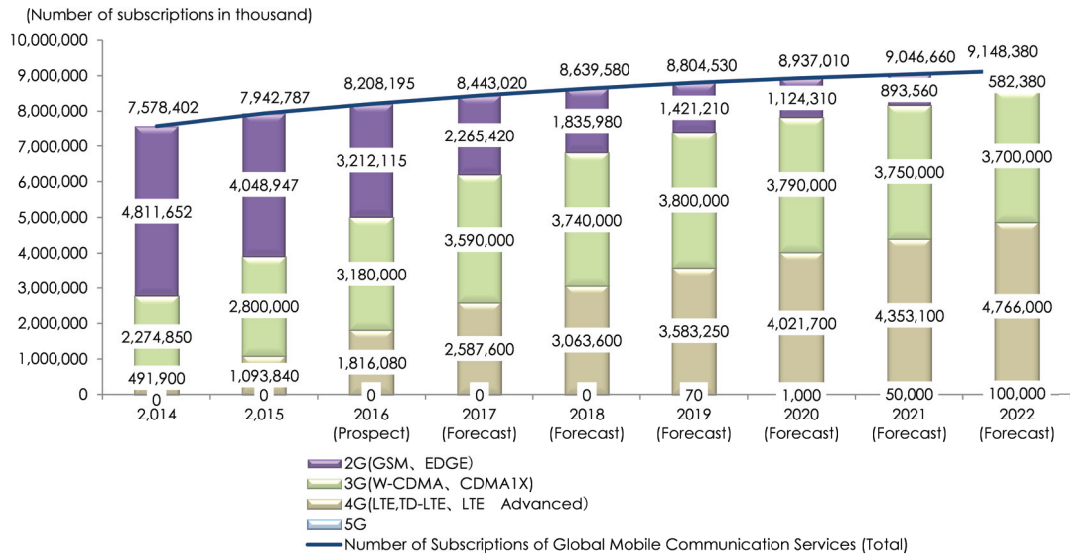


Survey by Yano Research Institute

Notes:

1. The market size is based on the number of subscriptions of mobile phone services
2. The ownership rate of mobile phones is based on the calculation of the number of subscriptions of mobile communication services against the world population, reported by UN, assuming that the growth rate of world population to expand gradually.

■ **Figure 2: Transition of Global Number of Subscription of Mobile Communication Services by Generation**

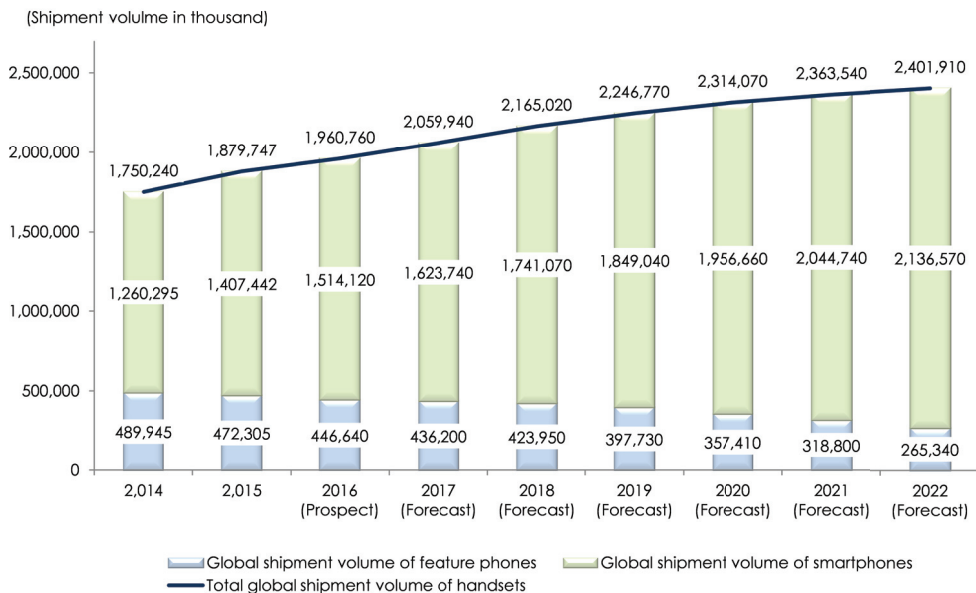


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Notes:

- LTE (FDD) includes GSM, UMTS (W-CDMA, HSPA), FDD/TDD (dual mode supported), and LTE-Advanced.
- TD-LTE (TDD) includes GSM, UMTS (W-CDMA, HSPA).

■ **Figure 3: Transition of Global Market Size of Handsets (Feature Phones + Smartphones)**



(Shipment Volume in Thousand)

	2014	2015	2016 (Prospect)	2017 (Forecast)	2018 (Forecast)	2019 (Forecast)	2020 (Forecast)	2021 (Forecast)	2022 (Forecast)
Global shipment volume of feature phones	489,945	472,305	446,640	436,200	423,950	397,730	357,410	318,800	265,340
Global shipment volume of smartphones	1,260,295	1,407,442	1,514,120	1,623,740	1,741,070	1,849,040	1,956,660	2,044,740	2,136,570
Total global shipment volume of handsets	1,750,240	1,879,747	1,960,760	2,059,940	2,165,020	2,246,770	2,314,070	2,363,540	2,401,910

Notes:

- The market size is based on the shipment volume at manufacturers.

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