

## Mobile Phones - US - February 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Smartphone manufacturers are expected to know what consumers want before they themselves know it, and to provide bleeding-edge technology at prices for all income brackets. Risks of missteps are very high, but in the absence of taking those risks, brands take on a greater peril: a stodgy image and irrelevance.”  
– Billy Hulkower, Senior Analyst

## This report looks at the following areas:

- How will the transition to prepaid impact sales?
- Do BlackBerry and Windows have a future in phones?
- Is the iOS gaining steam or a soft target?

Mobile phones are not only the flagship device for tech brands, but are also, along with tablets, the only major category of consumer electronics with growth potential. Nearly half of US adults do not own a smartphone as yet, and the expectation is that over 2014 there will be a large adoption of smartphones by the late majority. With late adopters to soon join current owners, and with current owners on a two-year or faster replacement cycle, this report will cover how to best woo first-time purchasers and how to create loyalty among current owners. Attitudes toward the OS (operating systems) are also explored.

This report builds on the analysis presented in Mintel's Mobile Phones – US, February 2013. The report covers mobile phone hardware and OS. Adults aged 18+ are the focus of the report. Mobile phone accessories, such as smartwatches, headsets, docks, and head-mounted displays (eg Google Glass) are not included in this report.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend: Creative Class  
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