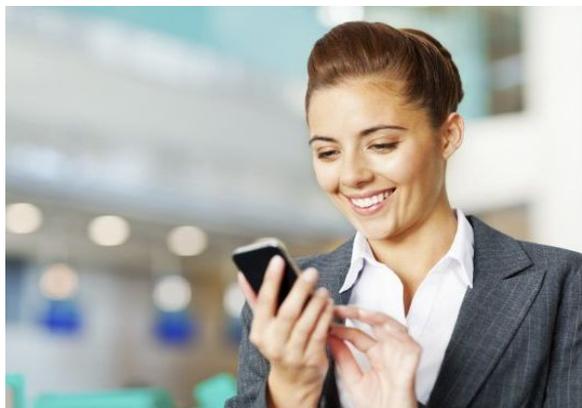


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“Customer loyalty has solidified the position of current market leaders for the short term. However, these and all mobile phone brands will face a mounting pressure to lower prices in light of greater competition globally and approaching smartphone market saturation in the US.”
– Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- The impact of manufacturer and operating system loyalty
- Satisfaction with existing mobile devices
- Can the mobile phone market continue to be driven by upgrades?

Although Mintel expects the overall phone market to grow through 2019, increasing from 205.1 million units shipped in 2014 to 255.2 million units shipped in 2019, this growth will slow considerably near the end of the forecast period. The number of opportunities in the smartphone market is shrinking as an increasing majority of adults own more advanced devices.

This report identifies opportunities for mobile marketers and device manufacturers for 2015 and provides guidance for the years beyond. Topics covered in this report include average spending on mobile devices, cell phone brands owned, consumers' mobile phone usage habits and opinions, satisfaction with cell phones and with individual features, and consumers' mobile phone purchasing habits.

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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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