Smart Phone Analysis

Smart Phone Analysis is the most comprehensive service of its type. It delivers highly detailed quarterly data and forecasts for all mobile phone categories. The data across all countries, with all the granularity, is available far in advance of other agencies - giving our customers a significant advantage in analyzing their businesses. The service also includes analysis in the form of short reports, presentations, and webcasts so that you also get the insight behind the numbers. By using consistent definitions and a rigorous methodology we ensure we are the standard reference for market leaders.

We cover more than 60 countries, tracking vendor shipments, models, values and price bands in each. Beyond this, we also track shipments for over 35 product features (see below). All the data is available in one simple to use pivot table based database, and all released at the same time. Additionally, unique to Canalys is our detailed quarterly channel and end user splits data helping vendors and partners plan and adapt their GTM strategy for smartphone products in different regions. All clients can place unlimited inquiries. Get in touch to discuss your requirements, whether its global, regional or single country data and analysis.

Content overview
Data and forecasts

- Smartphone shipments in units, value and price bands
- Market shares by vendor, model, country/region, platform
- Channel and end-user category splits
- Examples of the 35 features we track include: Battery Capacity, Daydream VR compatible, Display technology, Dual SIM, Fast Charging, Fingerprint scanner, Iris Scanner, Network generation, OS version, Price Band, Primary camera megapixels, Processor cores, Processor speed band, Processor vendor, RAM, Screen size, Tango AR compatible
- Delivers detailed data set for analyzing market sizing, addressable market forecasting as well as vendor/product performance by using consistent definitions and a rigorous methodology.
- Goes far beyond tracking to deliver insight and recommendations through reports via analyst inquiry service.
- Identifies trends and delivers analysis of competitor initiatives, market performance and shifts in technology and channels strategy.

Request full list of content
Access and support

Unlimited inquiry
Direct access to analysts who respond to questions within the topic scope within 24 hours

Feature-rich tools, unlimited access
Individual access to client website, spreadsheets and published content

Trends analysis
Frequent data and analysis reports produced using a strict methodology and global definitions

Conclusions and advice
Insight and recommendations delivered via analytical reports and direct access to our experienced analyst team

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