

Mobile Phones - US - March 2016

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"Growth in the mobile phones market has slowed down as smartphone ownership hits 80% of consumers. Brands are being pressured to maintain price competitiveness while continually innovating; much of this innovation will come from the software and content side of mobile phones."
- Bryant Harland, Technology Analyst

This report looks at the following areas:

- US smartphone market highly saturated
- Consumers still uncomfortable with putting personal information on cell phones
- Continued pressure to be price competitive
- Broken or old phones are top purchasing motivations

This report explores consumer attitudes toward purchasing and usage of mobile phones. Topics covered include brands of cell phones owned, the features consumers look for most on path to purchase, and consumer research habits when looking for a new phone.

For the purposes of this report, Mintel defines a mobile phone as any cellular phone, including smartphones and non-smartphones. Cell phone accessories and tablets are not the main focus of this report but are discussed in regard to how they may impact cell phone purchases and usage.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

US smartphone market highly saturated

Figure 1: Cell phone brands used, December 2015

Consumers still uncomfortable with putting personal information on cell phones

Figure 2: Interest in making purchases on cell phones, by household income, December 2015

Continued pressure to be price competitive

Figure 3: Important features for cell phone purchasing, December 2015

Broken or old phones are top purchasing motivations

Figure 4: Cell phone purchase inspirations, December 2015

The opportunities

First-time smartphone buyers remain among specific demographic groups

Figure 5: Cell phone brands used to receive service, by race, December 2015

Market mobile payment to encourage comfort

Figure 6: Interest in making purchases on cell phones, by age, December 2015

Mobile and next generation media content

Figure 7: Factors considered when purchasing new phones, by gender and age, December 2015

Create the perception of value

Figure 8: Cell phone research resources, Hispanic origin, December 2015

What it means

The Market – What You Need to Know

Unit sales declining

Smartphone growth slowing

5G networks could spur interest in higher quality content

Market Size and Forecast

Figure 9: Total US volume sales and fan chart forecast for mobile phones, 2010-20

Market Breakdown

Smartphone segment growth slowing down

Figure 10: Total US volume sales and fan chart forecast for smartphones, 2010-20

Market Factors

5G cellular networks are on the horizon

Mobile content evolves: 4K video, virtual reality

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Key Players – What You Need to Know

- iPhone maintains market growth
- Middle of the market hurt by price competitiveness
- Xiaomi likely to enter the US smartphone market

What's Working?

- Apple sees continued growth in market share
- Figure 11: Leading cell phone brands owned, 2012-15

What's Struggling?

- Low- and mid-tier device market struggles to find consistency

What's Next?

- Xiaomi could disrupt the US mobile phone market
- Figure 12: Brand of current smartphone (China), October 2014 and 2015

The Consumer – What You Need to Know

- Apple sees continued gains in market share
- Mobile payment meets consumer concern over information security
- Price is the most prominent factor for purchase
- Online research is a key part of path-to-purchase

Cell Phone Ownership and Brands Owned

- Apple continues to climb in the market
- Figure 13: Leading cell phone brands owned, 2012-15
- Apple and Samsung in tight competition among most age groups
- Figure 14: Cell phone brands used to receive service, by age, December 2015
- Apple sees continued success among higher income households
- Figure 15: Cell phone brands used to receive service, by household income, December 2015
- First-time smartphone buyers remain among Black consumers
- Figure 16: Cell phone brands used to receive service, by age, December 2015

Length of Primary Cell Phone Ownership

- Cellular contracts continue to define mobile phone replacement cycles
- Figure 17: Length of time primary cell phone has been owned, December 2015
- Men and women aged 55+ show longer replacement cycles
- Figure 18: Length of time primary cell phone has been owned, by age, December 2015

Consumer Opinions Regarding Cell Phones and Cell Phone Purchasing

- Interest in customization high among cell phone owners
- Figure 19: Consumers' opinions regarding cell phones, December 2015
- Interest in making purchases via mobile is high, tendency to do so is low
- Figure 20: Interest in making purchases on cell phones, by age, December 2015
- Many consumers feel information stored on cell phones is unsecure

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Figure 21: Comfort with putting personal information on cell phones, by household income, December 2015

Consumers from households with children more receptive to used phones

Figure 22: Receptiveness to used phones, by number of children in household, December 2015

Cell Phone Purchasing Inspirations

Broken or old device lead purchase inspirations

Figure 23: Cell phone purchase inspirations, December 2015

Consumers aged 25-34 are excited about new phones from their favorite brands

Figure 24: Cell phone purchase inspirations, by age, December 2015

Usage of promotional deals trends upward with household income

Figure 25: Cell phone purchase inspirations, by age, December 2015

Apple customers more excited about new phones from their favorite brands

Figure 26: Cell phone purchase inspirations, by age, December 2015

Brand loyalty rises among all early adopters

Figure 27: Cell phone purchase inspirations, by early adopters, December 2015

Important Cell Phone Features for Purchasing

The majority of cell phone owners see price as the most important purchasing factor

Figure 28: Important features for cell phone purchasing, December 2015

Consumers in the Midwest and South show heightened price sensitivity

Figure 29: Factors considered when purchasing new phones, by region, December 2015

Older consumers put strong emphasis on call quality

Figure 30: Factors considered when purchasing new phones, by age, December 2015

Resources Used on Path to Purchase

Customer reviews slightly ahead of expert reviews on path-to-purchase

Figure 31: Cell phone research resources, December 2015

Men aged 18-34 show heightened tendency to research phones online

Figure 32: Cell phone research resources, by gender and age, December 2015

Expert research sources resonate with Hispanics

Figure 33: Cell phone research resources, Hispanic origin, December 2015

Magazines are an important resource for early adopters

Figure 34: Inspiration for cell phone purchases – CHAID – Tree output, December 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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Terms

Appendix – Market

Figure 35: Total US volume sales and fan chart forecast for basic mobile phones, 2010-20

Figure 36: US volume sales of mobile phones, 2010-15

Figure 37: US volume sales of mobile phones, 2010-15

Appendix – Consumer

Cell phone brand ownership

Figure 38: Cell phone brands owned, 2012-15

Figure 39: Cell phone brands owned – Any ownership, by age, December 2014

Early adopters attitudes and behaviors

Figure 40: Price sensitivity among early adopters, December 2015

Cell phone purchase inspirations

Figure 41: Cell phone purchase inspirations, by household income, December 2015

Consumer opinions regarding cell phones

Figure 42: Consumers' opinions regarding cell phones, December 2015

Important features when purchasing a new phone

Figure 43: Factors considered when purchasing new phones, December 2015

CHAID analysis

Figure 44: Inspiration for cell phone purchases – CHAID – Table output, December 2015

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