

Mobile Phones - US - March 2019

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This report looks at the following areas:

- Market size and forecast of mobile phone sales in the US
- Smartphone purchase intent within the next two years
- Smartphone brands owned and considered
- Smartphone accessories used
- Attitudes toward smartphones



"The US mobile phone industry is well established, with more than 100 million units sold annually for more than five straight years. However, sales growth has slowed, as the majority of consumers have already migrated from feature phones to smartphones, and now need additional impetus to upgrade."

- **Buddy Lo, Senior Technology Analyst**

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