

Mobile Phones - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The factors determining consumers' choice of mobile phone will become increasingly centred around the capabilities of the operating system used, as more people consider compatibility with their favourite services, software programmes, and integration with their 'Internet of Things'."

- Paul Davies, Senior Leisure & Technology Analyst

This report looks at the following areas:

- 'Devices and services' model could set brands apart
- Attracting first-time smartphone buyers

This could be an advantage for brands that control both hardware and software, as companies such as Apple and Microsoft will be have the benefit of building devices with services in mind, and vice-versa.

Manufacturers that use third-party operating systems may not have the same foresight, while their reliance may see them suffer from a lack of differentiation. As a result, hardware-only brands will face the increasingly difficult challenge of standing out through offering enhanced product design or unique features, which may explain why Samsung is one company trialling a phone running its own Tizen OS overseas.

Covered in this report

This report covers the UK consumer market for mobile phones. Mobile phones are defined as any device being used to place or receive calls by connecting to a mobile network. "Basic mobile phones" and "Feature phones" are terms used to describe non-smartphones.

Smartphones are defined as any portable computer capable of making calls, sending and receiving data (either over a mobile or Wi-Fi network), and downloading, installing, and running applications from an app store.

Market value data in this report includes sales of feature phones and smartphones to consumers, and is based on the full retail selling price of handsets rather than the amount paid by consumers on post-pay contracts.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Mobile Phones - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

Executive Summary

Issues and Insights

The Market – What You Need to Know

Market Size and Forecast

Channels to Market

Market Drivers

Key Players – What You Need to Know

Brand Research – Manufacturers

Brand Research – Operating Systems

Brand Communication and Promotion

Launch Activity and Innovation

The Consumer – What You Need to Know

Operating Systems

Manufacturer of Smartphones

Stage of Ownership

Purchasing Influences

Non-Smartphone Owners' Intentions

First-Time Buyers

Reasons for Not Owning Smartphones

Attitudes towards Mobile Phones

Appendix – Data Sources, Abbreviations and Supporting Information

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com