Mobile Phones - US - January 2013

Report Price: £2467 | $3995 | €3108

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"Four OS compete in the smartphone segment, but only three OS typically survive in hardware markets, given that each must be supported by independent software vendors (ISV), and ISVs are attracted to OS by a large audience for potential sales. This gives the most popular OS the advantage."

– Billy Hulkower, Senior Technology Analyst

In this report we answer the key questions:

- Did the Maps flap hurt Apple?
- Is BlackBerry 10 DOA?
- Will software and hardware brands continue to be distinct?

Mintel's research for this report finds that 53% of phone owners were smartphone owners as of September, 2012. Only 9% of phone owners express intent to continue to own feature phones, suggesting that over 2013-14 there will be a massive adoption of smartphones by the late majority. The focus of this report is on courting these first-time smartphone buyers, as well as maintaining the loyalty of current smartphone owners, both from a hardware and OS perspective. The report coverage includes the following aspects of phone ownership and purchase: average spend and attitude to future spending, interest in remaining on the contract system, loyalty to Apple, feature usage, attitudes to OS, and interest in the new Windows Phone and BlackBerry OS.

Insights exploring the best ways to sell phones in the current environment are developed from a close analyses of key demographic differences, as well as an examination of the current OS owned. Other significant insights are developed from an examination of which OS is most desired by demographics as well as how current smartphone owners, Android owners, iPhone owners, and feature phone owners differ in their attitudes to their current and future cell phones. Social media activity including hardware and software brand marketing is analyzed, with a dedicated section of the report covering how, where, and what consumers are discussing online in regard to the leading manufacturers and OS.

This report builds on the analysis presented in Mintel's *Mobile Phones—U.S., February 2012.* The report covers mobile phone hardware and operating systems (OS). Adults age 18+ are the focus of the report, though kid and teen ownership is also presented.

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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

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