

Mobile Phones - UK - February 2014

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"An ethical or moral premium will need to be attached to the purchase of a modular phone, to generate a pride in ownership that the phone's purchaser would normally feel through public use of a handset valued for its aesthetics rather than its utility."

– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Is the market saturated, commoditised, or both?
- Will OEMs come under increasing pressure to survive?
- Is the integration of older consumers being catered to?
- Can modular phones really succeed?

Smartphones are now a well-established segment of the mobile phone market, following several years of sustained industry focus in this area. Over the end of 2013 and in early 2014 though, focus has started to shift to the creation of wearable technology that pairs with smartphones to enhance their functionality – proof of sorts that the smartphone market is now an established, rather than establishing entity, with the emphasis shifting away from driving ownership of the core product to adding value. With saturation occurring in the youth market, manufacturers are being pushed to innovate by providing new services and appealing to older consumers in order to maintain interest.

This report looks at the manufacturers of mobile phones and smartphones owned by consumers, the operating systems (OS) installed on their smartphones, the precedence that consumers place on brand of the mobile network operator, brand of manufacturer, model of handset and brand of OS on their future phones, and features or factors that consumers consider when purchasing a new handset.

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