

Mobile Phones - US - June 2017

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From 2013-16, over 200 million phones sold in the US annually, and Mintel estimates that sales will stand at a record of 204 million units in 2017. Phone manufacturers have successfully and consistently driven upgrades. However, given that the majority of adults own a phone that is less than two years old, substantial advances in technology need to continue just to maintain sales.

Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Massive historic sales difficult to surpass
- Duopoly dominates
- Durable phones may damage sales

Owned by 96% of adults, the mobile phone is now the second-most commonly owned electronics product behind only the television, and ranks higher than televisions when it comes to recent sales. By the close of 2017, over a billion phones will have been sold over a five-year period. While some portion of these sales are business purchases, the majority of adults (75%) acquired their current phone within the past two years. While the success of the phone market nearly defies superlatives, it also poses a substantial problem for marketers who are expected to increase brand sales annually. The term "peak iPhone" has undoubtedly caused some sleepless nights, and can readily be translated to "peak Galaxy."

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DID YOU KNOW?

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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In their own words:

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