

Smartphones: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

- The short, medium and longer term impact of COVID-19 on the smartphone market and consumer behavior
- The recessionary impact of COVID-19 on smartphone sales
- The leading brands for ownership and consideration among shoppers
- The most important features smartphone shoppers look for in their next phone

More than half of smartphone owners consider their phone the most important device they own and most have purchased a new phone within the last two years. While many agree that having the latest smartphone is worth the money, the high cost and the limited improvements for newer models – combined with the economic fallout from COVID-19 – will delay upgrades and reduce sales. Smartphone use will be elevated throughout the short and medium term as consumers look to features such as contactless mobile payments and video communication to take the place of in-person physical contact. Interest and use of these features is expected to become common over the longer term further solidifying the necessity of smartphones for consumers.



“After relatively stable sales over the past five years, COVID-19 is disrupting purchase plans by prospective smartphone shoppers, and the market is expected to sharply decline in 2020. However, outside of medium-term delays to purchasing, COVID-19 is unlikely to result in a longer-term material change when it comes to sales.”

- Buddy Lo, Sr. Technology and Consumer Electronics

Analyst

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- Consumer survey data
- Direct marketing creative
- Abbreviations and terms
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