



# CCS Insight Mobile Phone Market Forecast

## Total Mobile Phone Sales

### 2014

1.94 billion phones will be sold at a value of \$310 billion

### 2018

2.29 billion phones will be sold at a value of \$340 billion

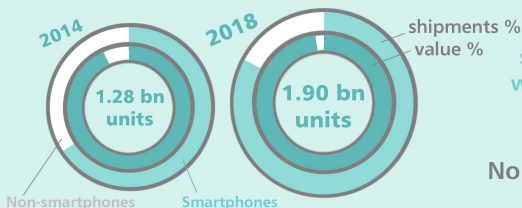
### 4.2%

Annual growth rate for volume

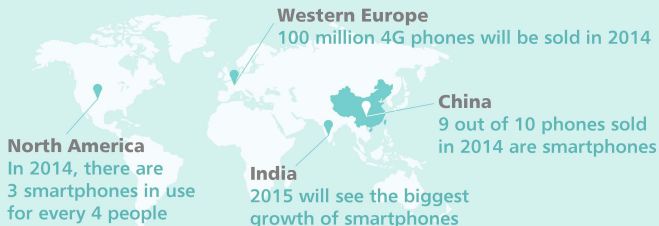
### 2.7%

Annual growth rate for value

## Smartphones vs. Non-Smartphones



In 2014, as many smartphones will be sold in China as in Europe and North America combined



## 4G

### 2014

Over 400 million 4G phones will be sold  
7/10 phones will go to developed markets

### 2017

Over 1 billion 4G phones will be sold  
1/3 phones will go to China

