Mobile Phones - UK - April 2017

Report Price: £1995.00 | $2478.79 | €2334.35

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"In the context of a slowing smartphone market, manufacturers' upgrade programmes can help gain valuable control of the smartphone distribution market. Moreover, such programmes can increase switching costs and further foster brand loyalty. Furthermore, returned one-year-old devices would give manufacturers much more valuable control over the second-hand market."
– Sara Ballaben, Senior Technology Analyst

This report looks at the following areas:

- **Potential developments of brand loyalty in a slowing smartphone market**
- **The threat of the second-hand market and how to overcome it**

Stalling smartphone ownership is a clear indication that the UK's smartphone market is approaching saturation. Therefore, a mixed market performance is expected over the next few years until the launch of 5G helps to encourage upgrades to more premium/advanced handsets.

Another sign of the degree of maturity of the market is the increasing polarisation of the hardware market around the two market leaders, Samsung and Apple. In turn, the software market is effectively evolving towards a binary OS space based on the competition between iOS and Android.

The trend is only likely to continue going forward as Mintel's research shows a high degree of brand loyalty in the smartphone market, with seven in 10 consumers planning a device upgrade in the next two years saying they would most likely buy a device from the same manufacturer as their current smartphone.

But despite a healthy interest in upgrading to a new smartphone in the next two years, battery life is the only feature among those analysed able to catalyse interest from the majority of those planning on a device upgrade within the next two years, suggesting that a lack of general innovation is encouraging consumers to hold on to their devices for longer or to look at the second-hand market. Mintel's research shows that two in five smartphones now have a 'second life'.

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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