

Smartphone Growth Continues Further

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22. July 2011

Juniper Research predicts WW smartphone shipments will reach 1Bn yearly by 2016-- up from 2010's 302m.



Smartphones will not only make the majority of mobile phone shipments in 5 years' time, but will cost less, thanks to intense competition making manufacturers to push their economy models (those costing an unsubsidised \$150 or less).

Juniper says customers want want smartphone features-- with feature phone prices. Customers in developed markets want such upgrades for cheap, while those in emerging markets lack both spending power and operator subsidies, making low price points essential.

Such low prices will be possible thanks to falling component prices and open-source operating systems (primarily Android).

Meanwhile smartphone technologies will continue increasing, with features including NFC, 3D displays and biometrics, as well as those from other devices such as games consoles, tablets and netbooks.

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