

Europe, Middle East and Africa Quarterly Mobile Phone Tracker

IDC's *Europe, Middle East and Africa Quarterly Mobile Phone Tracker*® provides a unique insight into the forces shaping the handset and smartphone markets in Western Europe, Central and Eastern Europe, and the Middle East and Africa. The smartphone market is growing rapidly across the region, but while it already takes the lion's share of mobile phone sales in more developed markets, in poorer countries and where mobile operators do not subsidize phone purchases on usage contracts feature phones still take the majority of sales in units sold. This tracker service will quantify for clients the trends impacting the mobile phone market, and on a quarterly basis provides vendor shares, technology trends, and a host of technical breakouts that help vendors and industry players define strategies for tracking the wireless devices market.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in units, average selling price, and market value.

Core Coverage

- By air interface, network, platform, operating system, and form factor
- By display type, screen size, processor cores, processor vendor, camera type, technology (GPS, video and music players, WiFi Java, Bluetooth, etc.), hard drive, memory cards, etc.
- By input mechanism: touchscreen, QWERTY, compressed QWERTY, alphanumeric, etc.

Segmentation

- Feature phones, smartphones
 - Price bands
 - Market volumes and value
 - Vendor share by country, technologies, and subtechnologies
 - By user segment group (consumer/commercial), segment (education, government, small office, small business, medium business, large business, very large business) and channels
 - Installed base by device type and country
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Geographic Scope

- Western Europe Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the U.K.
 - Central and Eastern Europe: Bulgaria, Czech Republic, Hungary, Kazakhstan, Poland, Romania, Russia, Serbia, Slovakia, Ukraine, and Rest of Central and Eastern Europe
 - Middle East and Africa: Algeria, Bahrain, Egypt, Ghana, Israel, Kenya, Kuwait, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, Rest of Middle East and Rest of Africa
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Forecast Coverage

For many of the countries listed the tracker includes nine years of historical data. Forecasts for this tracker are updated quarterly and include nine years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Quarterly market sizing and forecasts by country by device type, air interface, operating system, and air interface by operating system
 - Forecast by average selling price (ASP) and price bands
 - Forecast by user segment group (consumer/commercial), segment (education, government, small office, small business, medium business, large business, very large business) and channels
 - Forecast by screen size
 - Installed base
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Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables, web-based query, and PowerPoint presentations. For a complete delivery schedule please contact an IDC sales representative.

- Preliminary top 10
- Final data
- Forecast data
- Qualitative analysis

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional, state or city-level planning — setting regional, country, state or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work



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International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of [IDG](#), the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#).