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TRENDS

2023

Major trends that will
redefine the India
smartphone industry

18-20%

YoY growth in revenues

Status quo in sales by
volume, growth to
continue in value terms.

58-60%

sales by volume to be offline

Brands to be seen going
'back to offline' to align
with changing customer
preferences.

2

70-72%

sales by volume in ₹10-30k

The pyramid structure of smartphone industry to collapse. The industry will belly out in the middle.

3

60-62%

smartphones sold will have 5G

5G will remain the anchor driver of sales. Foldables to be another 'proposition of interest' in the luxe segment.

55-61%

market share by top 3 brands

Samsung [23-25%]; OPPO [18-20%]; Vivo [14-16%]

Samsung to lead both in
revenue and volumes.
OPPO and Vivo to follow
in that order.

5

60-65%

volume sales in 2H CY 2023

The performance of second-half of the year 2023 will be pivotal in defining overall performance.

6

CMF

1st, to witness maximum
innovations

Colour-Material-Finish will
see maximum innovations
this year across price
segments.

7

5

at least these many product categories by major OEMs

Connected ecosystem to be among key priorities for which major OEMs will have at least five product categories.

8

The logo for 'techarc' is located in the top right corner. It consists of the word 'techarc' in a lowercase, black, sans-serif font. A thin green arc is positioned above the 'a' and 'r' characters, resembling a stylized arc or a partial smile.

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The text 'Thank You!' is centered on the left side of the slide. It is written in a large, white, sans-serif font. The background behind the text is a dark teal color, which is part of a larger geometric design of overlapping triangles in teal, blue, and yellow.

Thank You!

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For details or queries, please
write to Research@techarc.net