Smartphone Industry Trends

A Data Story Curated by PhoneCurry.com

India
2018

Hello Dear Reader!

At PhoneCurry, we like to keep things clean and simple, so we will let you get straight to the data story soon, but allow us to set some brief context before that?

One of the unique advantages that PhoneCurry has, because of the nature of the platform itself, is that we constantly generate a ton of data at our backend, including:

1. What phones are launching, with what features, at what price points
2. How consumers in India are going about choosing a phone - what features are they looking for, what is more important for them, and what's less important

So, this year we decided to release some of this data for industry stakeholders & media houses, who might find it interesting.

This data story is divided into 2 broad sections that naturally follow - **what sort of phones were launched**, and **how were people deciding what phone to buy**.

Our *phone launch set* covers **319 smartphones launched this year** covering all major brands in India.

Our *consumer observation set* covers the behavioural mapping for approximately **2.2 million users who used PhoneCurry this year to decide what phone to buy**.

We hope you enjoy the report and the insights, and it helps you get a bird's eye view of some of the trends in the Indian smartphone industry!
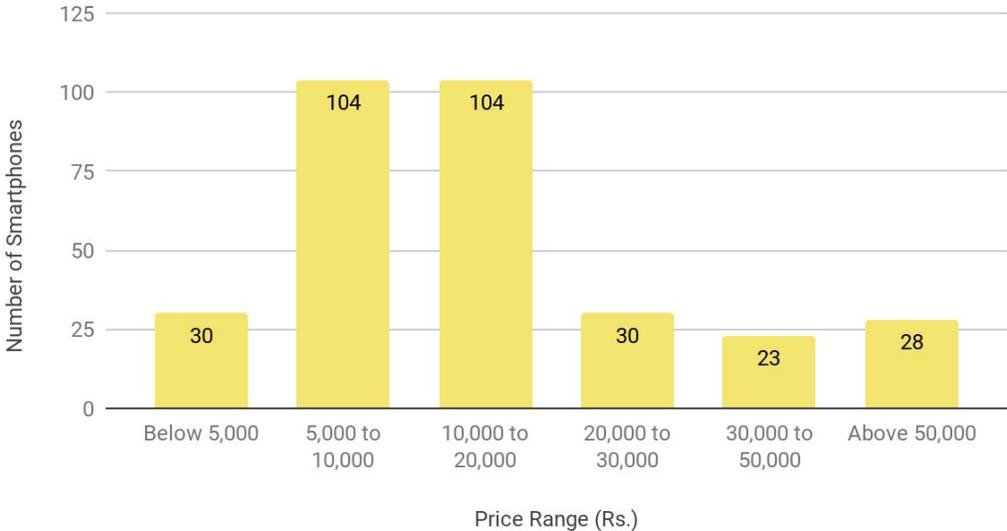
Best,

The PhoneCurry Team

Part 1

TRENDS IN SMARTPHONES LAUNCHED THIS YEAR

Trends in Smartphone Launches

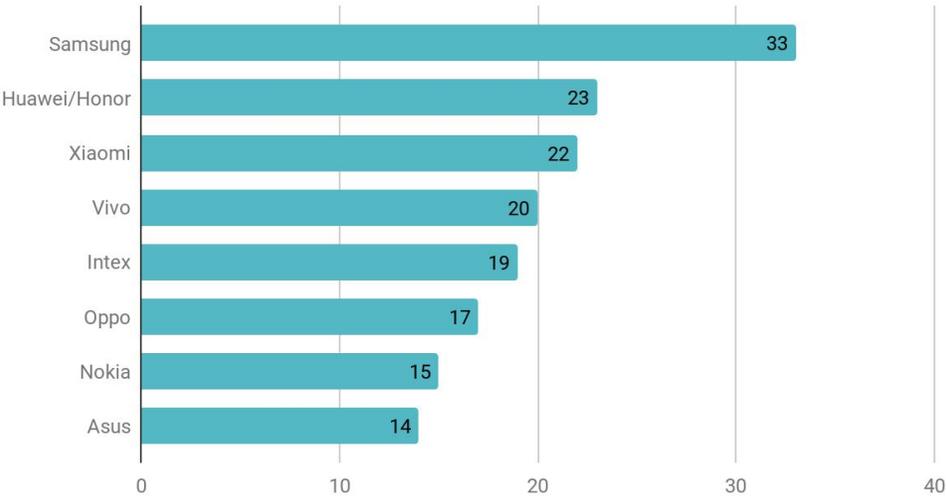## 1. India continues to be a budget smartphone market

About 75% smartphones were launched under Rs. 20,000

Number of Smartphones Launched (2018)

2. Samsung still launches the most models in India and covers the widest price sweep

Number of Phones Launched by Various Brands

Trends in Smartphone Displays

1. Shift towards even bigger screen sizes

With people demanding larger screens to consume videos, and with the growth of the "tall display" trend, the smartphone screen size continued its upward trend. The proportion of screens above 5.6 inches (earlier considered to be phablet territory) was about 61%!

Screen Sizes
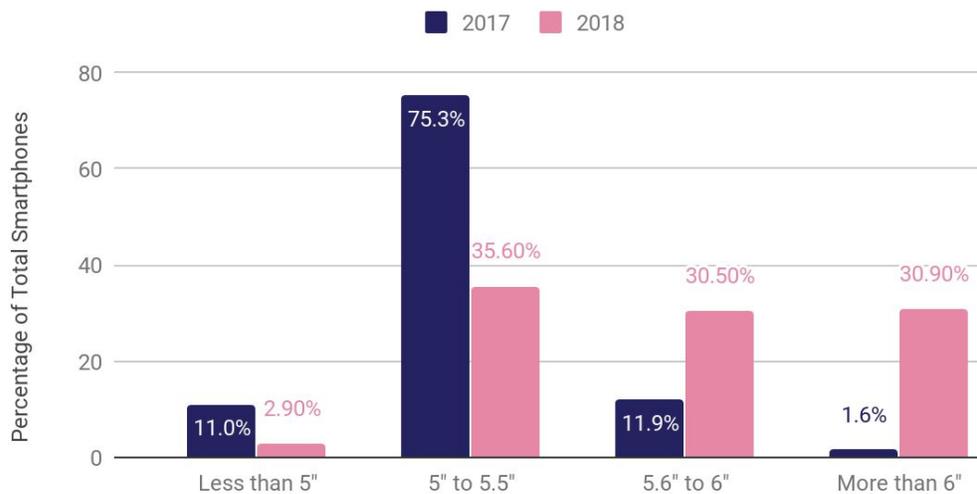
2. A big shift towards 'tall' displays with minimal bezels

For phones above Rs. 10,000, a whopping 92% of them were now 'tall' displays, with an 18:9 or higher aspect ratio
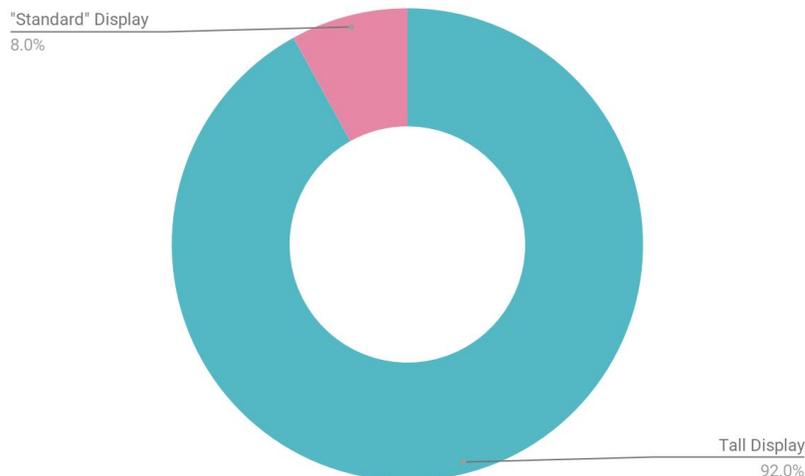
## 2. Majority of 'Tall' displays also had a notch

Though if you wanted a display without a notch, you still had plenty of options

Tall display smartphones without Notch
41.0%

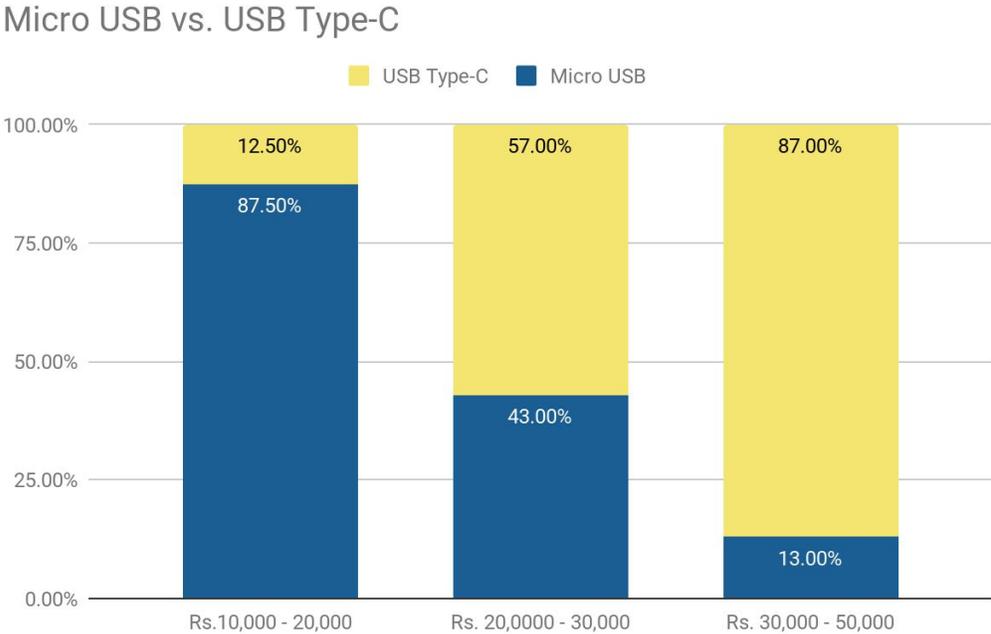Tall display smartphones with Notch
59.0%
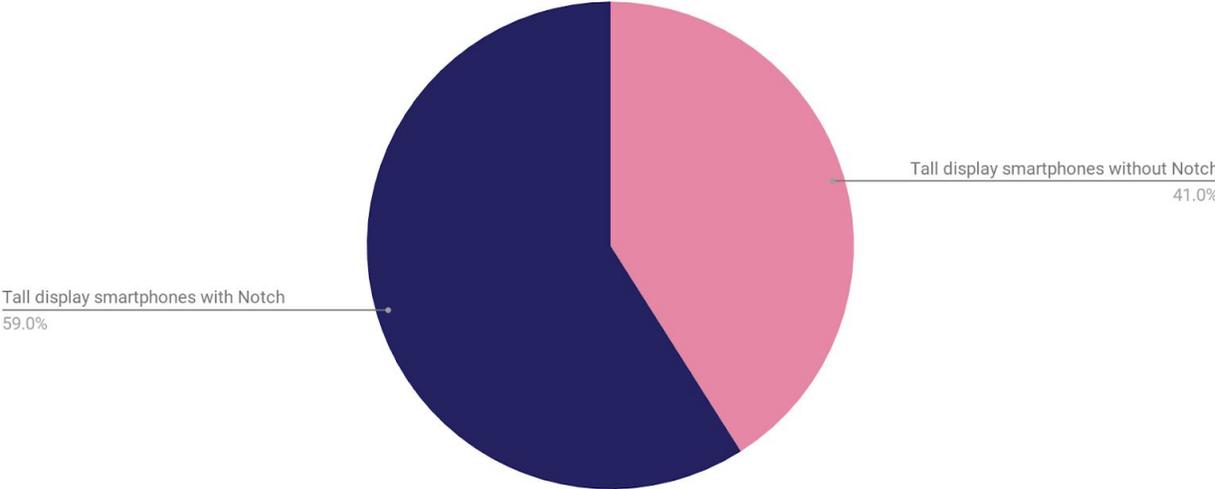
Trends in Hardware & Connectivity

1. Chipsets: Qualcomm overtook Mediatek in overall market share

Especially among lower price ranges, there was a shift from Mediatek chipsets towards Qualcomm, mimicking user preferences.

Processor Market Share

Qualcomm — MediaTek — Other
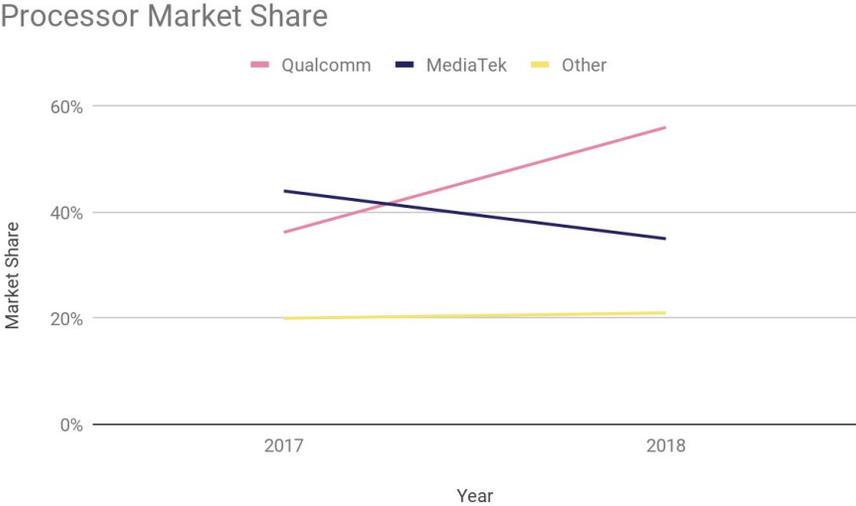
2. Higher-end phones adopted USB-C

Micro USB vs. USB Type-C

USB Type-C — Micro USB

# 3. Premium phones switched away from standard 3.5mm jack

The industry followed Apple's lead in letting go of the headphone jack especially in the premium segment, to allow phones to get even thinner, and (at least) theoretically pack slightly larger batteries.

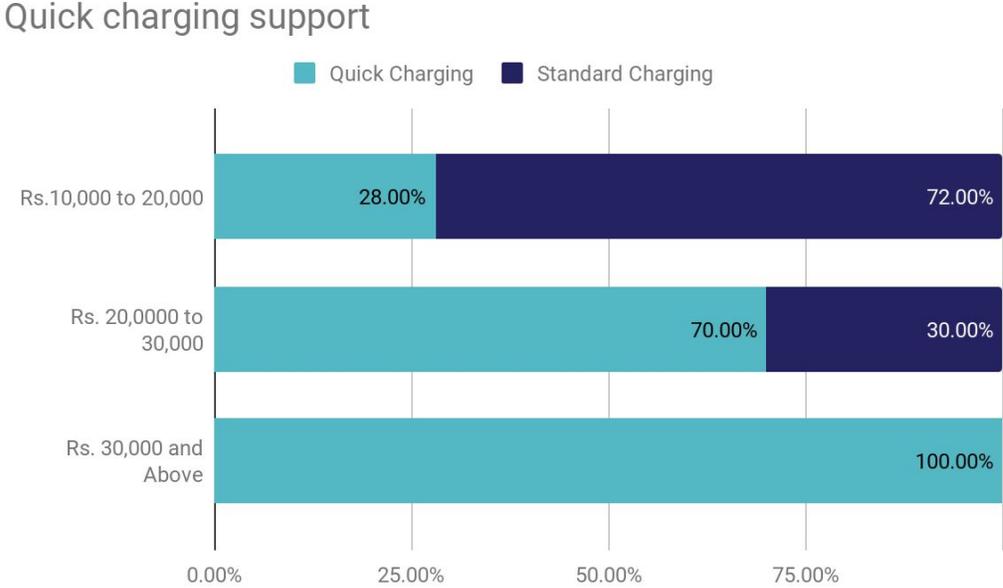The disappearing 3.5mm headphone jack
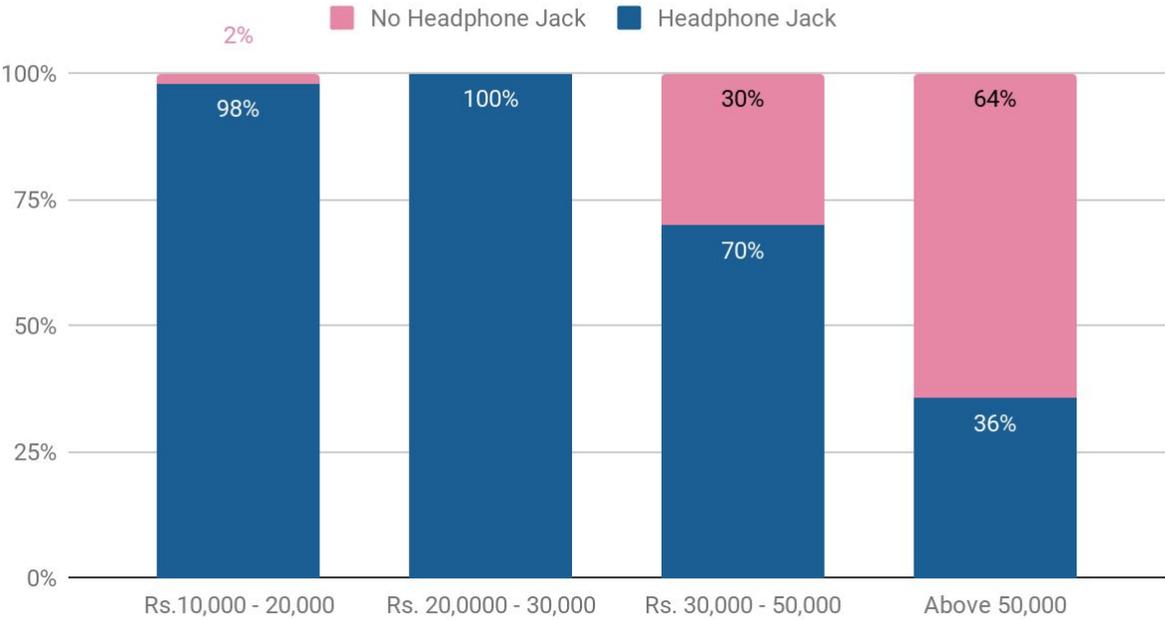
Trends in Battery Hardware
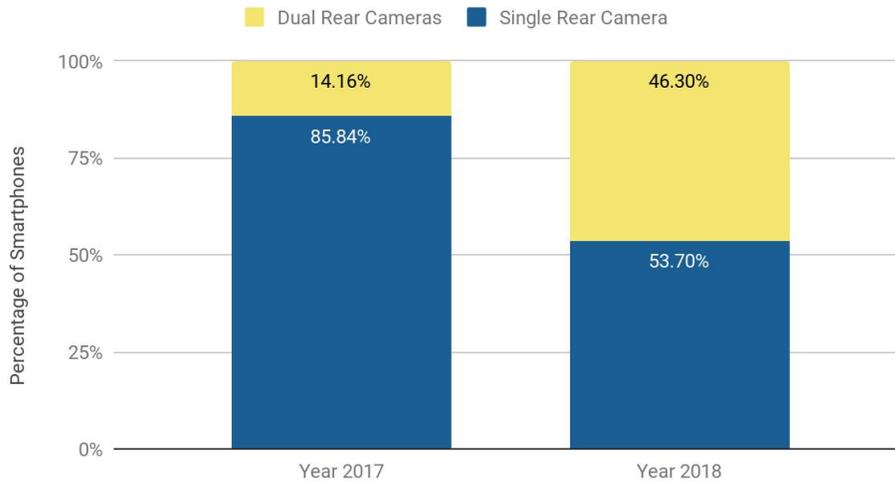
1. Smartphones continue to pack larger and larger batteries

Average battery capacity
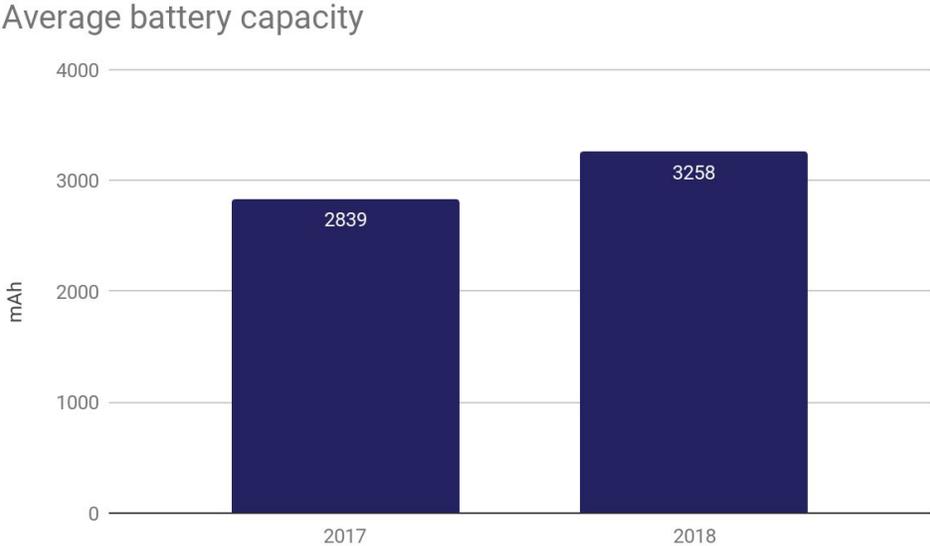
2. Majority of phones above Rs. 20,000 had 'Quick Charging' support

Quick charging support

More Trends

1. Dual cameras became much more popular this year

Dual vs Single Rear Camera

■ Dual Rear Cameras   ■ Single Rear Camera

Percentage of Smartphones

Year 2017: Dual Rear Cameras 14.16%, Single Rear Camera 85.84%

Year 2018: Dual Rear Cameras 46.30%, Single Rear Camera 53.70%

2. Majority of phones above Rs. 30,000 had water resistance

Water Resistance In Smartphones

Percentage of Smartphones

- Rs.10,000 - 20,000: 5.77%
- Rs. 20,0000 - 30,000: 26.67%
- Rs. 30,000 - 50,000: 47.83%
- Above 50,000: 96.43%

Price
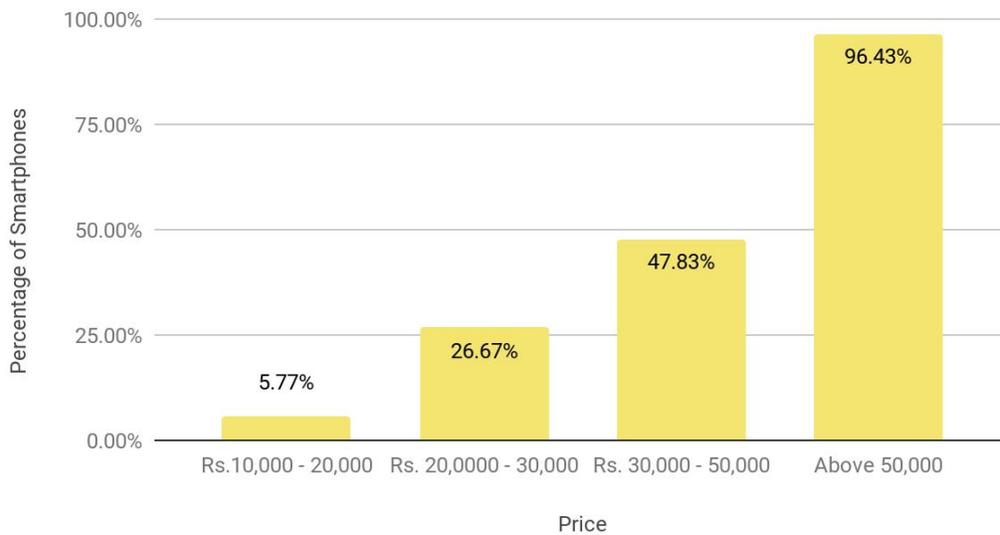
TRENDS IN CONSUMER PREFERENCES

Trends in Feature & OS Preferences

1. Bezel-less displays and Dual cameras were more in-demand

- Bezel-less/Tall Display ⬆⬆
- Dual Cameras ⬆⬆
- Fast Charging ⬆
- Water Resistance ⬆

2. Radios and Physical keypads in phones were less in-demand

- FM Radio ⬇⬇
- Physical Keypad ⬇⬇

## 3. The quality factor that was most important to Indian consumers was a 'good camera'

Quality factors that were most important to consumers

Good Camera	
Good Battery	
Good Build Quality	
Good Display	
Good Performance	
Good Audio Quality	
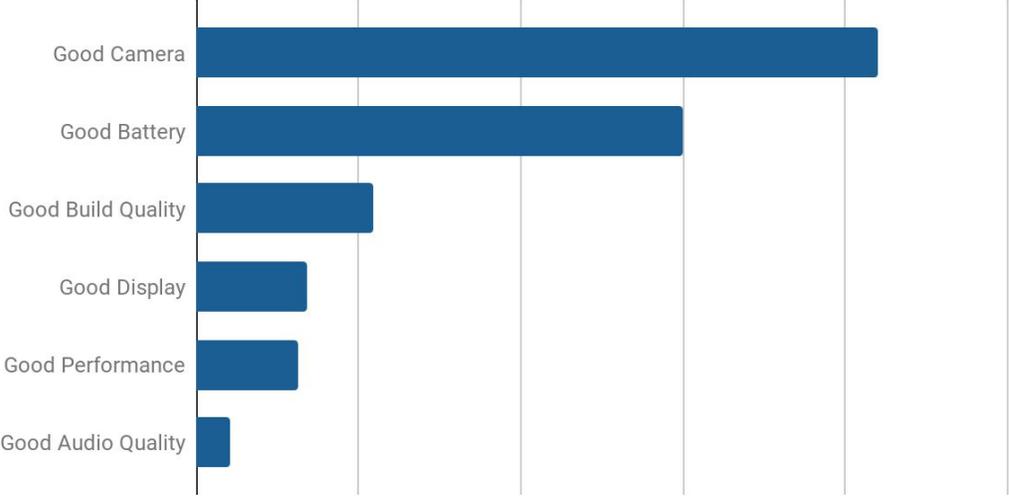
4. The popularity of iPhones in an Android country like India declined further
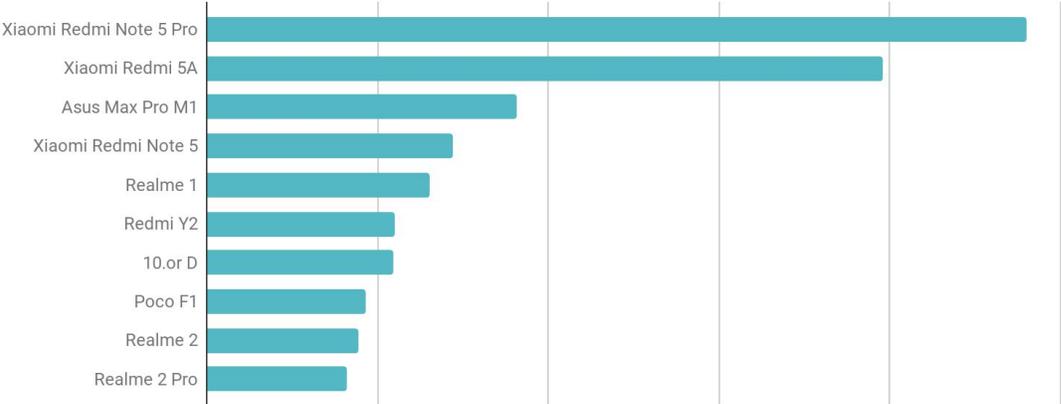
Eye-watering prices probably had a lot to do with it.

User Interest in iPhones

3.50%

2.20%

% Users expressing interest in Smartphones

4.00%

3.00%

2.00%

1.00%

0.00%

Year 2017   Year 2018
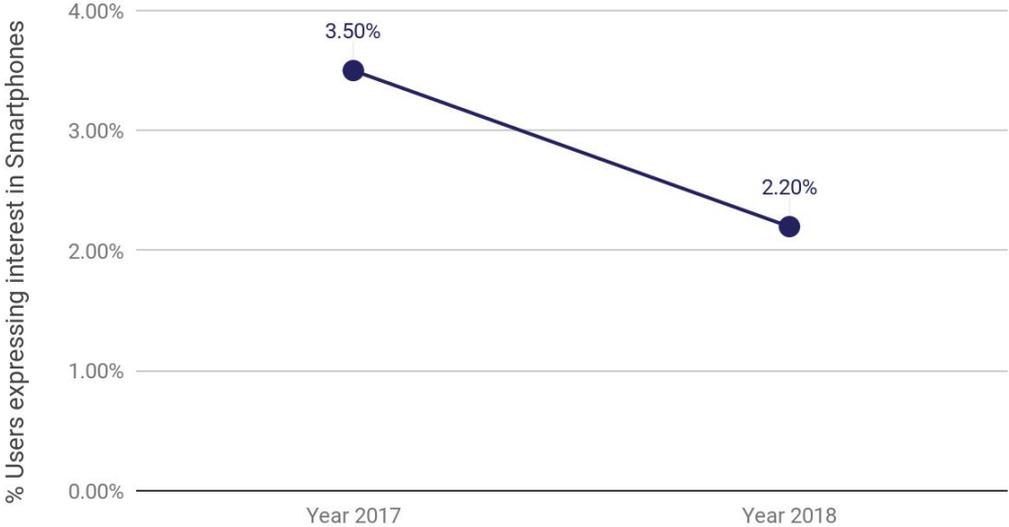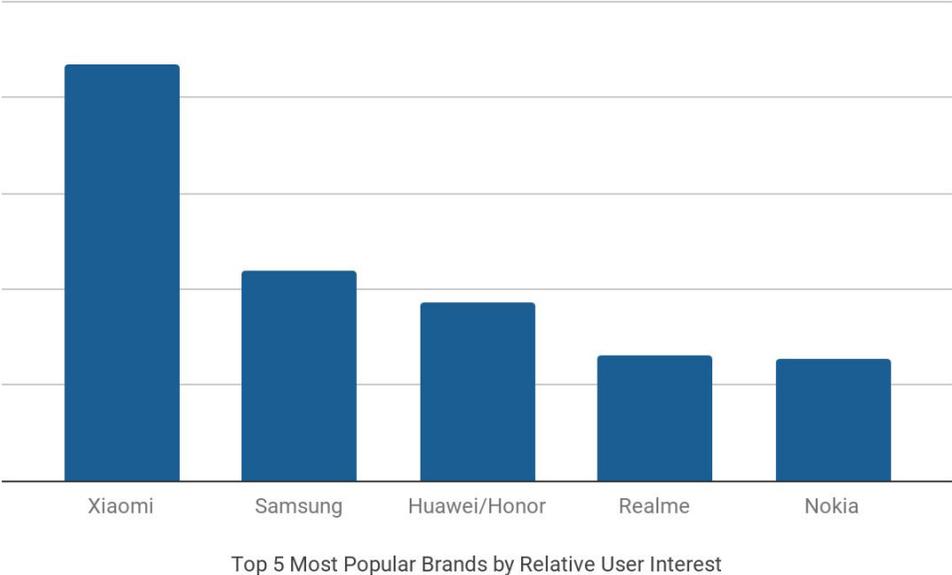
Phones, Brands, & Stores trends

1. Xiaomi phones dominated the most popular phones list

Top 10 Phones By Relative User Interest

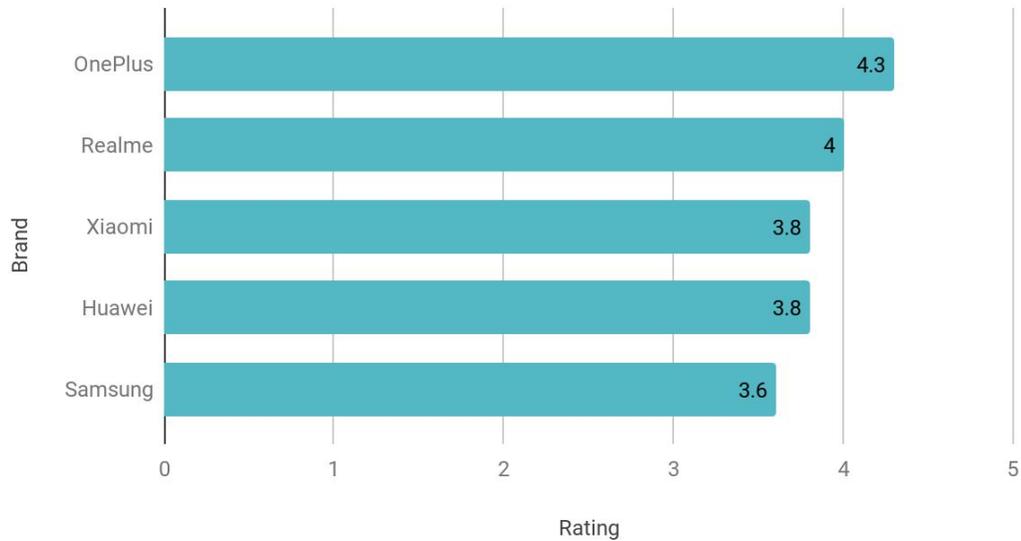## 2. Xiaomi also dominated the most popular brand list

The bang-for-buck that the brand provides has a lot to do with it.

Top 5 Most Popular Brands by Relative User Interest

3. In user satisfaction ratings though, OnePlus took the lead

User ratings

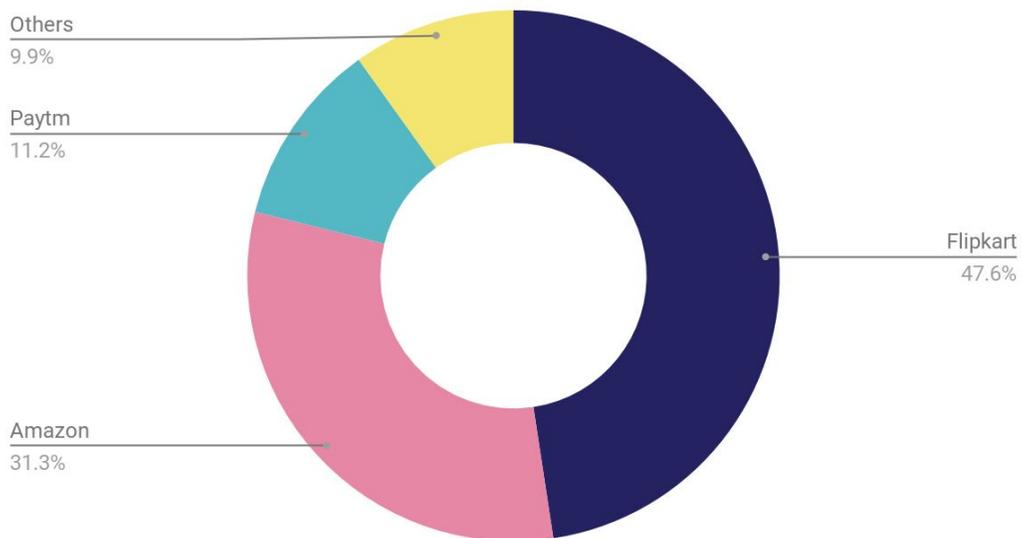| Brand	Rating
OnePlus	4.3
Realme	4
Xiaomi	3.8
Huawei	3.8
Samsung	3.6

4. Flipkart was the most popular store for phone purchases

This was in no small measure due to the fact that it had exclusive partnerships for a lot of the popular Xiaomi phones in India.

Store Popularity

Store	Percentage
Flipkart	47.6%
Amazon	31.3%
Paytm	11.2%
Others	9.9%

Thank you!

Caveats

Please note that the 'Trends in consumer preferences' section represents trends observed *among the PhoneCurry user base*. In effect, it's representative of the reasonably tech-savvy', 'inclined to research & read reviews online before buying a phone' segment of the population.

Any more queries? Interested in some other data points as well?

Please write to us at contact@phonecurry.com and we will be happy to see how we can help you. The data in this report is but a tiny sample of the kind of data we curate, so if you are looking for something else, hit us up, and we will try to make it happen!