



# UK Mobile Devices

## Market Profile

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# UK MOBILE DEVICES: EXECUTIVE SUMMARY



SIC 4812 Radiotelephone Communications  
NAICS Codes: 51333, 513321, 513322

## CHAPTER 1 EXECUTIVE SUMMARY

### Market Volume

The United Kingdom Mobile Devices market reached a volume of 26 Shipments (Mn) in 2000.

### Market Sector

Mobile Phones is the largest sector of the United Kingdom Mobile Devices market, representing 94.5% of the market in volume terms.

### Market Forecast

In 2006 the United Kingdom Mobile Devices market is forecast to reach a volume of 47 Shipments (Mn), an increase of 44.9% since 2001.

# UK MOBILE DEVICES: MARKET OVERVIEW



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## CHAPTER 2 MARKET OVERVIEW

The United Kingdom Mobile Devices market reached a volume of 26 million shipments in 2000. In 2006 the market is forecast to reach a volume of 47 million shipments, an increase of 44.9% since 2001. The compound annual growth rate of the market in the period 2001-2006 is predicted to be 7.7%.

In Europe, the United Kingdom mobile phones market is second only to Germany. Mobile phones make up by far the largest sector of the market and have driven growth in the United Kingdom. However, the sector has become saturated and growth has stagnated. The handheld sector is smaller but will show good levels of growth, aided by the United Kingdom showing the quickest uptake of GPRS in Europe.

In the period 2001-2006 the United Kingdom mobile devices market will begin to stagnate. Growth will be strong up to 2003 but it is after this when growth rates will significantly decline as the market becomes saturated. Growth rates will be initially driven by GPRS, then by the launch of third generation (3G) mobile devices.

# UK MOBILE DEVICES: MARKET VOLUME

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## CHAPTER 3 MARKET VOLUME

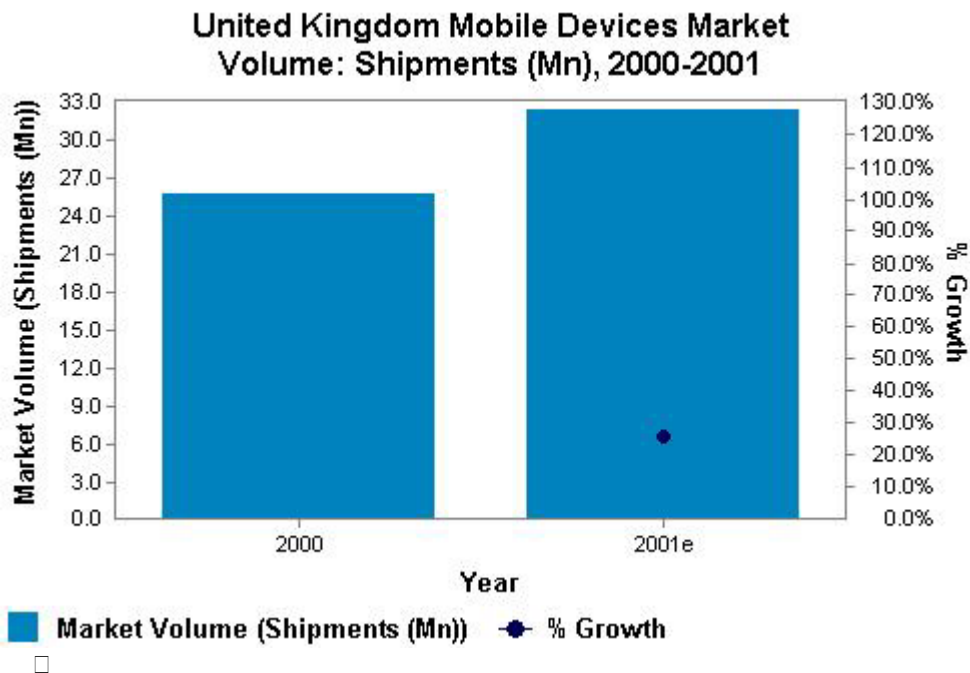
The United Kingdom Mobile Devices market reached a volume of 26 Shipments (Mn) in 2000.

The compound annual growth rate of the market in the period 2000-2001 was 26.0%.

United Kingdom Mobile Devices Market Volume: Shipments (Mn), 2000-2001

| Year  | Market Volume (Shipments (Mn)) | % Growth |
|-------|--------------------------------|----------|
| 2000  | 25.8                           |          |
| 2001e | 32.5                           | 26.00%   |

CAGR, 2000-2001 26.0%



# UK MOBILE DEVICES: MARKET SECTOR

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## CHAPTER 4 MARKET SECTOR

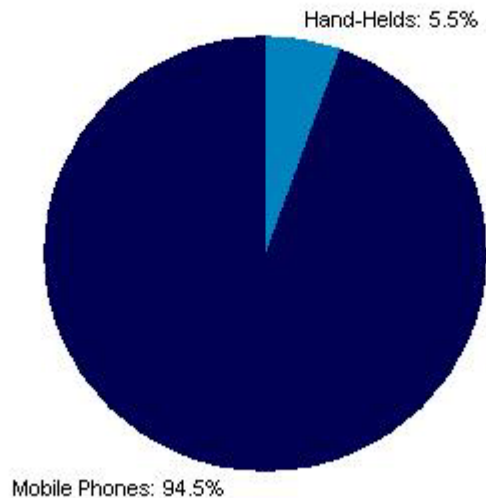
Mobile Phones is the largest sector of the United Kingdom Mobile Devices market, representing 94.5% of the market in volume terms.

Hand-Helds is the smallest sector of the United Kingdom Mobile Devices market, representing 5.5% of the market in volume terms.

United Kingdom Mobile Devices Market Segmentation: % by Volume, 2001

| Sector        | % Share |
|---------------|---------|
| Hand-Helds    | 5.50%   |
| Mobile Phones | 94.50%  |

United Kingdom Mobile Devices Market Segmentation: % by Volume, 2001



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# UK MOBILE DEVICES: COMPETITIVE LANDSCAPE



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## CHAPTER 5 COMPETITIVE LANDSCAPE

There are a number of companies that operate in the United Kingdom market. Nokia is the market leader and its main strengths include its strong product portfolio and high level of customer loyalty. Other leading companies include Motorola and Sony-Ericsson, although they do lag behind Nokia.

In addition to the leading companies, Palm, Casio, Handspring, Compaq, and Psion operate within the hand-held devices sector of the market. Although a much smaller sector it is expected to experience encouraging levels of growth. As the market for mobile phones is becoming saturated in the United Kingdom companies may look to hand-held devices, such as PDAs, in order increase revenues. Hand-held devices will also become more attractive to the consumer with the launch of 2.5 G and 3G technologies.



# UK MOBILE DEVICES: LEADING COMPANIES

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## CHAPTER 6 LEADING COMPANIES

Nokia  
Motorola  
Sony-Ericsson  
Siemens  
Samsung  
Palm  
Psion  
Handspring  
Casio  
Compaq

# UK MOBILE DEVICES: MARKET FORECAST



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## CHAPTER 7 MARKET FORECAST

In 2006 the United Kingdom Mobile Devices market is forecast to reach a volume of 47 Shipments (Mn), an increase of 44.9% since 2001.

The compound annual growth rate of the market in the period 2001-2006 is predicted to be 7.7%.

United Kingdom Mobile Devices Market Volume Forecast: Shipments (Mn), 2001-2006

| Year | Market Volume Forecast<br>(Shipments (Mn)) | % Growth |
|------|--|----------|
| 2001 | 32.5                                       | 26.00%   |
| 2002 | 38.3                                       | 17.80%   |
| 2003 | 43.7                                       | 14.10%   |
| 2004 | 45.6                                       | 4.30%    |
| 2005 | 47   | 3.10%    |
| 2006 | 47.1                                       | 0.20%    |

CAGR, 2001-2006 7.7%

