Smartphone Operating System Market Research Report- Global Forecast to 2030

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Description:

Global Smartphone Operating System Market Overview

Smartphone Operating System Market Size was valued at USD XX billion in 2022. The smartphone operating system market industry is projected to grow from USD XX Billion in 2023 to USD XX billion by 2030, exhibiting a compound annual growth rate (CAGR) of 20.00% during the forecast period (2023 - 2030). The rising demand for mobile applications and the growing acceptance of e-commerce and online shopping are the key market drivers enhancing market growth. The market is expanding due to rising awareness of the various smartphone applications, including fitness apps, GPS navigation, gaming, and much more.

Smartphone Operating System Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Smartphone Operating System Market Trends

- **Rising adoption of HMI devices is driving the market growth**

Market CAGR for smartphone operating systems is driven by the rising demand for human interface devices. The phenomena of human-system interaction primarily drive the global technology market. Hence, suppliers and producers of mobile phones should look for opportunities in the current trends. Mobile phone connectivity finds use in various industries, including transportation, fleet management, healthcare, smart meters, human traffic, infrastructure security systems, and others. Additionally, governments in several nations, like India, China, Taiwan, the U.S., and others, increasingly depend on providing digital information, education, and related services. This has undoubtedly increased demand. This is boosting the eventual growth of the global market. For example, in April 2021, Apple, Inc. announced a USD 430.00 billion investment in the United States to promote American innovation strategy over the following five years.

In the modern period, 5G is a popular feature in mobile phones, particularly in the United States, India, China, South Korea, the United Kingdom, Japan, and other countries. Within the next five years, it's projected that 5G-compatible models will replace existing smartphones. This trend is brought on by how simple it is to switch to embedded services like cloud storage, content subscription, and high-speed network access. For instance, the Global System for Mobile Communications (GSMA) predicted that 20% of all connections would be 5G by 2025, with North America, Asia Pacific, and Europe seeing the most rapid growth in this technology. The 5G era completely depended on the Internet of Things (IoT). The market presence of mobile devices that support 5G is also being improved by the increased demand for virtual and augmented reality. Also, the availability of inexpensive, low-power devices with fast charging capabilities propels them to the top of the global rankings. Thus, driving the smartphone operating system market revenue.

Smartphone Operating System Market Segment Insights

Smartphone Operating System Type Insights

The Smartphone Operating System Market segmentation, based on type, includes Open-Source And Closed-Source. In 2022, the open-sourced type operating system dominated the market. Lower initial costs, quicker project launches, quicker iterations, more adaptable software development processes, strong community-driven support, and simpler licensing management are some benefits of open-source software (OSS), which also avoids being contractually tied to working with a single vendor. Additionally, in 2022, the closed-sourced sector witnessed considerable growth. A closed-source program will be easy to use, even for non-technical people. Closed-source software is far superior in terms of security because it is utilized in a regulated setting with a group of individuals.

Figure 1: Smartphone Operating System Market, by type, 2022 & 2030 (USD billion)

Smartphone Operating System Market, by type, 2022 & 2030

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Smartphone Operating System End-User Insights

The Smartphone Operating System Market segmentation, based on end-user, includes android, ios, symbian, blackberry, and windows. With a major revenue share in 2022, the android segment led the market, and it is anticipated that this dominance will last throughout the forecast period. This is attributable to its low costs, broad application compatibility, and simplicity of usage. Customers favor gadgets that are simple to use and inexpensive in general.

March 2023: Google has launched the second developer preview of Android 14, bringing the next major version of the operating system one step closer to completion. Like the initial Android 14 developer preview, the name gives away who it's for. *This early version intends for developers to test new app features and designs and investigate how new software tools could help improve them.* It is not intended for general consumer use; that version will be released later.

Additionally, in 2022, iOS is predicted to increase significantly over the prediction period since apple products are well-known and have a high brand value. The rising demand for high-end smartphones further aids the expansion of iOS devices.

Smartphone Operating System Regional Insights

By Region, the study provides market insights into Asia-Pacific, North America, Europe, and Rest of the World. One of the most reliable markets in North America, which may boost the market. The major market players, including Apple Inc., Samsung and Huawei Device Co., Ltd., strongly emphasize product expansion across Canada, which has increased their market presence. For instance, Huawei Device Co., Ltd. claimed in November 2021 that the business would release mobile devices across Canada to offer clients improved services.

Further, the major countries studied in the market report are The U.S., Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 2: SMARTPHONE OPERATING SYSTEM MARKET SHARE BY REGION 2022 (%)

SMARTPHONE OPERATING SYSTEM MARKET SHARE BY REGION 2022

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe's smartphone operating system market accounts for the second-largest market share. Europe's automotive and telecom sectors are investing significantly in producing IoT-enabled goods. Thus, the increased use of consumer electronics in Germany, the United Kingdom, Italy, and other nations are supporting regional growth. For instance, in July 2020, Samsung collaborated with the Bundesdruckerei (BDR), Deutsche Telekom Security GmbH, and German Federal Agency for Information Security (BSI) to build a hardware-based security architecture. The country's people can now safely store their National ID on their phones as an eID. This cooperation supports the country's eGovernment project. Further, the German smartphone operating system market held the largest market share, and the UK smartphone operating system market was the fastest-growing market in the European region.

The Asia-Pacific Smartphone Operating System Market is predicted to grow at the fastest growth rate from 2023 to 2030. Asia-Pacific is one of the major markets for smartphone operating systems, largely because of the rapidly growing telecom industry and big user base. The PLI Program, which granted a 6-4% incentive for five years on additional sales of manufactured devices throughout 2019–2020, was also introduced by India. To qualify for the incentives, high-end international mobile phone manufacturers—or those building handsets costing more than $200—had to sell USD 4.9 million products in the previous fiscal year. These government programs should increase the country's smartphone operating system market. Growing adoption of smartphones and the availability of 4G in mainland China have caused a rise in mobile internet usage that supports the nation's ascent up the value chain of the digital society. Moreover, China's smartphone operating system market held the largest market share, and the Indian smartphone operating system market was the fastest-growing market in the Asia-Pacific region.

Smartphone Operating System Key Market Players & Competitive Insights

Leading market players are investing largely in research and development to expand their product lines, which will help the smartphone operating system market grow even more. Market participants are also undertaking various strategic activities to expand their global footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, the smartphone operating system industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics manufacturers use in the global smartphone operating system industry to benefit clients and increase the market sector. In recent years, the smartphone operating system industry has offered some of the most significant medical advantages. Major players in the smartphone operating system market, including Google, Inc. (U.S.), Apple, Inc. (U.S.), Microsoft Corporation (U.S.), Blackberry Limited (U.S.), and

others, are attempting to increase market demand by investing in research and development operations.

Qualcomm is a multinational firm founded in San Diego, California, in Delaware. It develops semiconductors, software, and wireless technology services. It possesses patents fundamental to the mobile communications standards 5G, 4G, CDMA2000, TD-SCDMA, and WCDMA. In January 2023, Qualcomm and Iridium agreed to deliver the satellite-based connection to next-generation premium Android handsets; Garmin is looking forward to partnering on emergency message capability. Snapdragon Satellite provides completely global coverage1 from pole to pole, as well as two-way messaging for emergencies, SMS texting, and other messaging applications - for various uses such as emergencies or recreation in remote, rural, and offshore places.

Google LLC is a multinational technology business based in the United States specializing in online advertising, search engine technology, cloud computing, computer software, quantum computing, e-commerce, artificial intelligence, and consumer electronics. Because of its market dominance, data collection, and technological advantages in artificial intelligence, it has been called "the most powerful firm in the world" and one of the world's most valuable brands. In May 2022, Google discreetly published its much-anticipated 'Switch to Android' app on the App Store in select countries, including the United States. The app shows users how to disable Apple's iMessage to get text messages on their new smartphone and how to connect to iCloud to move their photo and video libraries to Android.

Key Companies in the smartphone operating system market include

- Google, Inc. (U.S.)
- Apple, Inc. (U.S.)
- Microsoft Corporation (U.S.)
- Blackberry Limited (U.S.)
- Linux Foundation (U.S.)
- Jolla OY (Finland)
- Nokia Corporation (Finland)
- Hewlett Packard (U.S.)
- Qualcomm (U.S.)
- Samsung Electronics (South Korea).

Smartphone Operating System Industry Developments

November 2022 Qualcomm Inc. will continue to supply modem chips for the "great majority" of iPhones in 2023, reversing a prediction that the company would lose the contract to Apple Inc.'s in-house components. Qualcomm had intended to supply just around 20% of the 5G modem components for the new iPhones in 2023, but it now expects to maintain its existing lead.

December 2022 Samsung Electronics has announced an expanded agreement with Google to advance smart home interoperability. Samsung and Google are expanding on multi-admin by allowing users to search, connect, and control Matter-enabled devices on Android via the SmartThings or Google Home apps. Our collaboration strengthens that commitment by improving the user experience and increasing ecosystem openness.

Smartphone Operating System Market Segmentation

Smartphone Operating System Type Outlook

- Open Source
- Closed Source

Smartphone Operating System End-User Outlook

- Android
- iOS
- Symbian
- Blackberry
- Windows

Smartphone Operating System Regional Outlook

- North America
    - US
    - Canada

- Europe
    - Germany
    - France
    - UK
    - Italy
    - Spain
    - Rest of Europe

- Asia-Pacific
    - China
    - Japan
    - India
    - Australia
    - South Korea
    - Australia
    - Rest of Asia-Pacific

- Rest of the World
    - Middle East
    - Africa
    - Latin America

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