

Juniper Research: 1.2 billion smartphones will be sold this year

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Market research firm *Juniper Research (JR)* has estimated that global smartphone sales this year will reach 1.2 billion. This is a strong growth compared to last year when only 985 million units were sold.

According to *JR*, this growth originated mainly thanks to emerging markets, where smartphones costing about \$ 150 are of interest, and this trend is expected to continue especially when many manufacturers The export is aiming to launch more smartphones with prices below 75 USD.

JR pointed out that Apple and Samsung are dominating the high-end market segment, making other companies have to choose to conquer the cheap market. For example, *Xiaomi* is very successful in China, or Google recently launched an initiative on its Android One platform in India.

The notable point in the report of *JR* is that Apple and Samsung currently occupy 45% of the global smartphone market, but the number will soon be changed. In addition, *JR* estimates that global average smartphone prices are expected to fall to 274 USD in 2019.

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