



# Gartner Says Worldwide Smartphone Sales Will Grow 3% in 2020

Middle East and North Africa, Mature Asia Pacific and Greater China Regions Will Each Register Over 5% Growth

28 January, 2020 — Worldwide sales of smartphones to end users are on track to reach 1.57 billion units in 2020, an increase of 3% year over year, according to Gartner, Inc. In 2019, worldwide smartphone sales declined 2%, the first time since 2008 that the global smartphone market experienced a decline. “2019 was a challenging year for smartphone vendors, primarily due to oversupply in the high-end sector in mature markets and longer replacement cycles overall,” said Annette Zimmermann, research vice president at Gartner. “However, in 2020, the market is expected to rebound with the introduction of 5G network coverage in more countries and as users who may have delayed their smartphone purchases until 2020 in expectation of price reductions begin buying again.” Gartner forecasts that sales of 5G mobile phones will total 221 million units in 2020 — which will account for 12% of overall mobile phone sales — and more than double in 2021, to 489 million units. “The commercialization of 5G phones will accelerate in 2020. 5G phones costing under \$300 have been announced, so sales growth of 5G phones is expected to exceed that of 4G phones over twelve months,” said Ms. Zimmermann. From a regional perspective, the Middle East and North Africa, mature Asia/Pacific and Greater China (China, Taiwan and Hong Kong) will exhibit the highest growth rates in 2020, at 5.9%, 5.7% and 5.1%, respectively (see Table 1). Table 1: Worldwide Smartphone Sales to End Users by Region, 2019-2021 (Thousands of Units)

Region	2019	2020	2021	Eastern Europe	48,468	48,532					
49,121	Emerging Asia/Pacific	363,643	376,784	396,394	Eurasia	48,612	50,915	52,860	Greater China	411,351	
432,328	426,002	Japan	31,866	32,273	33,027	Latin America	129,830	125,635	122,963	Mature Asia/Pacific	30,095
31,802	31,234	Middle East and North Africa	73,872	78,226	75,604	North America	152,857	155,350	158,618		
Sub-Saharan Africa	90,103	91,917	93,169	Western Europe	144,141	147,457	150,206	Total	1,524,838	1,571,219	

Source: Gartner (January 2020) Strong demand for 5G phones in general, together with expectations of Apple’s first 5G iPhone, will bolster demand for smartphones, particularly in Asia/Pacific and Greater China. In terms of smartphone sales, Greater China and emerging Asia/Pacific will maintain their No. 1 and No. 2 positions globally in 2020, with respective sales of 432.3 million and 376.8 million smartphones. What to Expect at MWC 2020 “Attention at this year’s MWC will be drawn to 5G devices at either end of the price scale, some of which may be revealed before the event,” said Ms. Zimmermann. “The key focus for vendors will be access to 5G and enhancement of the camera technology within devices.” Gartner clients can read more on the outlook of smartphone sales in “Forecast: Mobile Phones, Worldwide, 2017-2023, 4Q19 Update.” About Gartner Gartner, Inc. (NYSE: IT) is the world’s leading research and advisory company and a member of the S&P 500. We equip business leaders with indispensable insights, advice and tools to achieve their mission-critical priorities and build the successful organizations of tomorrow. Our unmatched combination of expert-led, practitioner-sourced and data-driven research steers clients toward the right decisions on the issues that matter most. We are a trusted advisor and objective resource for more than 15,000 organizations in more than 100 countries — across all major functions, in every industry and organization size. To learn more about how we help decision makers fuel the future of business, visit [www.gartner.com](http://www.gartner.com).

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