



# Mobile device brands: consumer survey



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## About this report

This report uses the results of our consumer survey to provide an analysis of the popularity of mobile device brands among consumers in South Africa and several countries in Asia–Pacific, Europe and North America.

The survey was conducted in association with Dynata between July and August 2022. The survey groups were chosen to be representative of the internet-using population in the above-mentioned regions. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.

### KEY QUESTIONS ANSWERED IN THIS REPORT

- Which smartphone vendors are succeeding in each country and how is this changing over time?
- How do demographics such as age, gender and GDP per capita affect the distribution of brands?

### GEOGRAPHICAL COVERAGE

- **Western Europe (WE):** France, Germany, Ireland, Italy, Norway, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** Canada and the USA
- **Developed Asia–Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia–Pacific (EMAP):** Malaysia and the Philippines
- **Africa:** South Africa

### WHO SHOULD READ THIS REPORT

- Equipment/device manufacturers and software providers that want to identify end-user trends in device usage and help their operator customers to improve their ability to address market opportunities.
- Telecoms operators that are searching for new revenue sources and/or are interested in partnering with smart device producers or in launching their own smart device propositions.



**Executive summary**

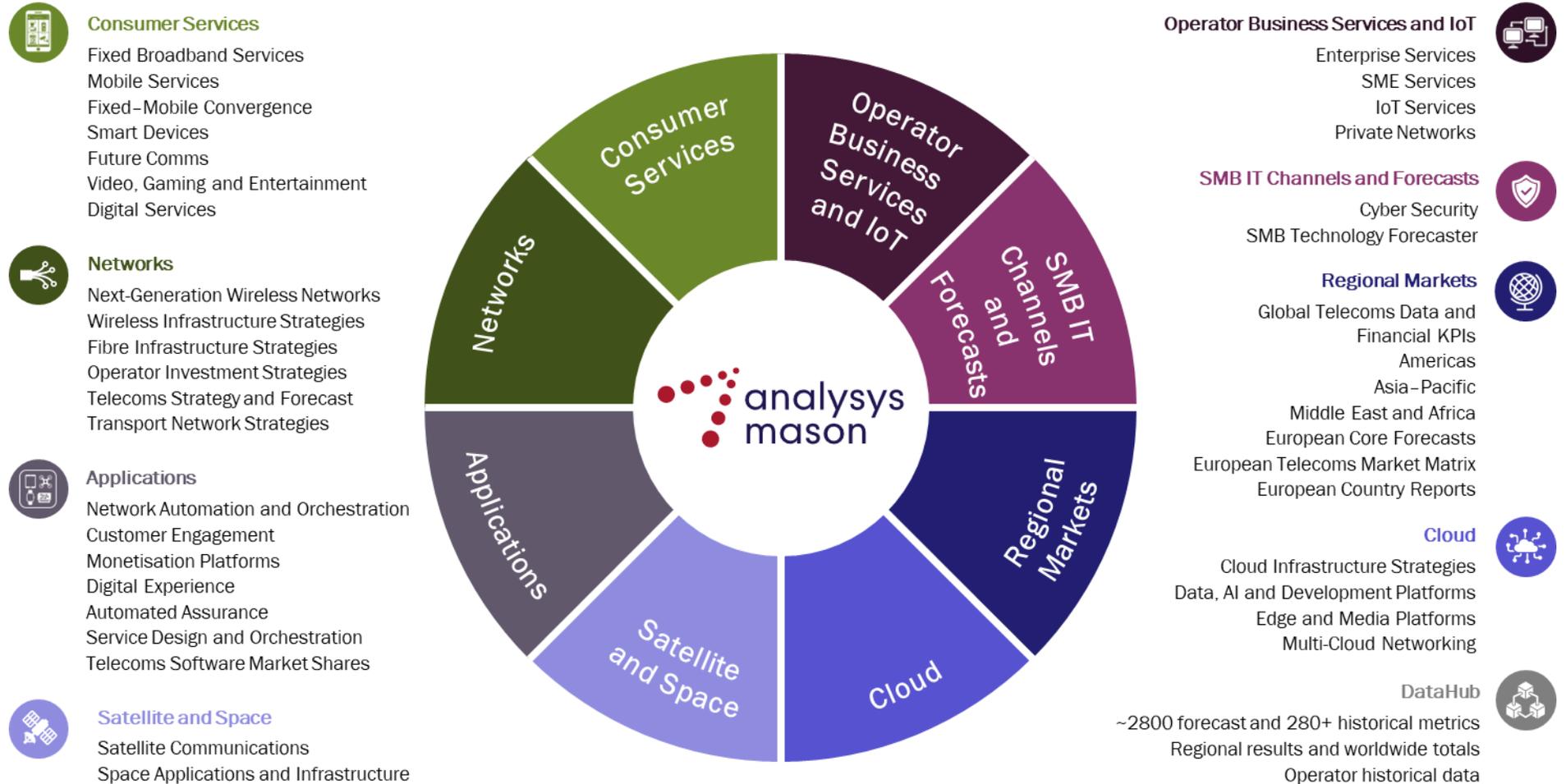
Mobile device brands

Annex

Methodology and panel information

About the author and Analysys Mason

# Our research services



[analysismason.com/what-we-do/practices/research](https://analysismason.com/what-we-do/practices/research)

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