



Handset lifetime and handset spend: consumer survey



George Meyerowitz

About this report

This report uses the results of our consumer survey to provide an analysis of handset replacement cycles and spend in Europe, North America, Asia-Pacific and South Africa.

The survey was conducted in association with Dynata between July and August 2023. 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

- How long do consumers tend to keep their smartphones?
- How have smartphone replacement cycles changed over time?
- Do smartphone replacement cycles vary by age group and gender?
- What impact does handset spend have on smartphone replacement cycles?
- Does handset technology (5G/pre-5G) have an impact on smartphone replacement cycles?

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
- **Sub-Saharan Africa (SSA):** South Africa

WHO SHOULD READ THIS REPORT

- Strategy teams in telecoms operators interested in the take-up of communication and messaging platforms.
- Strategy teams in communication and messaging platforms interested in the relative performance of different services.
- Other parties interested in the development of messaging platforms, including regulators, governments, vendors, advertisers and developers.



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Executive summary





Handset replacement cycles

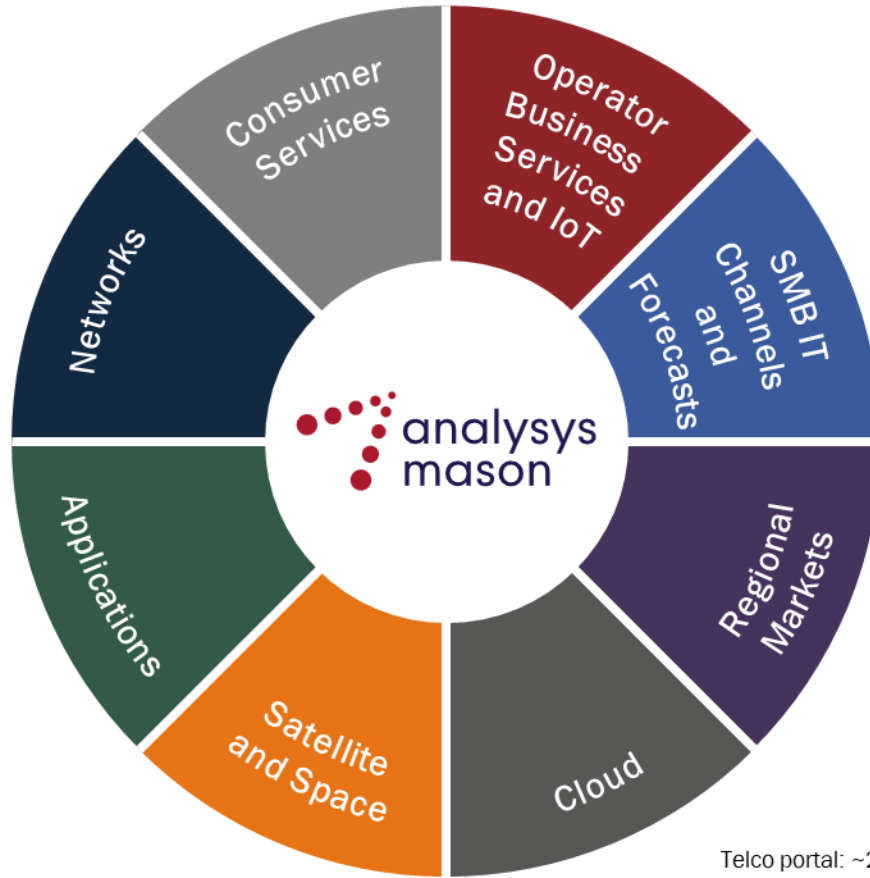
Annex

Methodology and panel information

About the author and Analysys Mason

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- SMB Technology Forecaster



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- Asia-Pacific
- Middle East and Africa
- European Core Forecasts
- European Telecoms Market Matrix
- European Country Reports



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- Multi-Cloud Networking



DataHub

- Forecast data for 80 countries



Telco portal: ~2800 forecast and ~320 historical metrics
 SMB Technology Forecaster portal: ~120 000 forecast metrics

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