The future of the smartphone: the era of invisible innovation

Deloitte Global predicts that by the end of 2023:

**Penetration of smartphones**
(adults in developed countries)

- **2018**: 85%
- **2023**: 90%

- **1.85bn units** per year
  - +19% compared to 2018

- **$350 ASP**
  - +8% end-2017

- **180m units** at $1,000+

**Smartphone's invisible upgrades**

- Connectivity
- Processors
- Camera
- Software
- AI
- Memory
- Sensors

Penetration of smartphones
(For adults in developed countries)

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www.deloitte.com/predictions

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