

The future of the smartphone: the era of invisible innovation

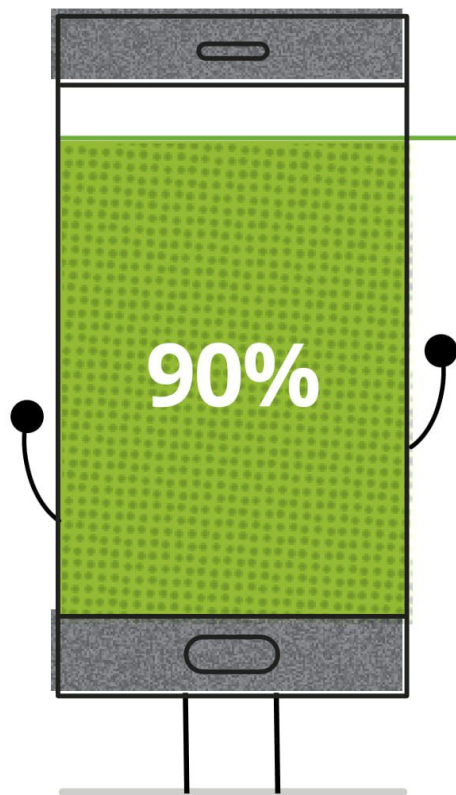
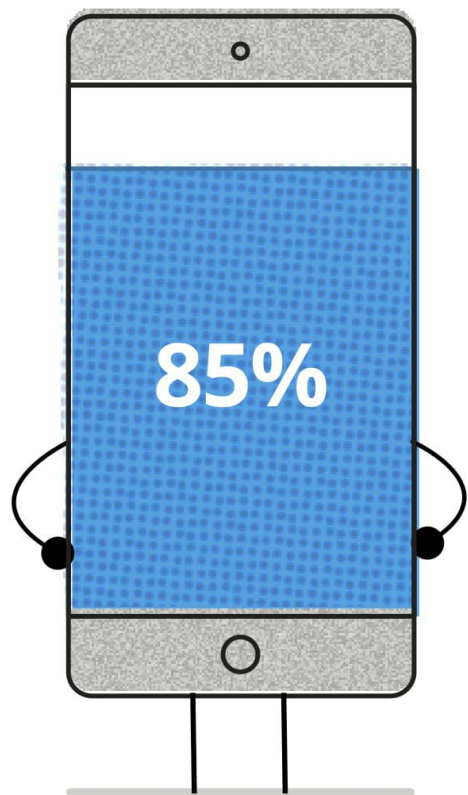
Deloitte Global predicts that by the end of 2023

Penetration of smartphones

(adults in developed countries)

2018

2023



1.85bn units per year
+19% compared to 2018

\$350 ASP +8% end-2017

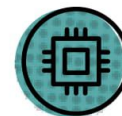
180m units at \$1,000+



Smartphone's invisible upgrades



connectivity



processors



camera



software



AI



memory



sensors