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