

Wi-Fi in Mobile Phones: Dual Mode Becomes the In Thing

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Report Summary

While the total handset market has responded to the economic recession with declining product shipments, Wi-Fi handset shipments have experienced strong growth over the past several quarters, a growth that is projected to continue in 2010 and beyond. Wi-Fi handset proliferation has resulted from lowering price points and the promotion of devices by carriers. Although carriers are continuing to promote their 3G cellular data offerings, Wi-Fi offers an effective means to offload traffic that is negatively impacting cellular voice performance.

Additionally, the consumer market has embraced Wi-Fi handsets, largely due to the iPhone's success in this segment, which has added to enterprise handset sales. The success of the iPhone has significantly impacted dual-mode market share ratings. Apple's rise in market share has resulted in a steep decline in leading vendor, Nokia's, market share.

What's in the Report?

- Wi-Fi handset shipments for 2009 through 2013.
- Analysis of Wi-Fi handset market drivers.
- Vendor analysis and product discussion.
- Quarterly market shares for 1Q08 to 2Q09.
- Quarterly vendor shipments for 1Q08 to 2Q09.

HIGHLIGHTS

- Nokia dual-mode handsets and market share have slipped from 2Q08 to 2Q09, slowing the growth of the entire Wi-Fi-enabled cellphone market.
- All other vendors have increased shipments from 2Q08 to 2Q09.
- Apple has experienced the greatest year-to-year market share growth (3% in 2Q08 to 20% in 2Q09).

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