



infoAnalytica

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Case Study: Emerging Market Studies II – Handset Market Growth in Emerging Economies

Client Description

US based management-consulting firm focusing on developing IT & Telecommunications in emerging market economies

Client's Requirement & Objectives

Understanding the trends in mobile handset markets in emerging economies

infoAnalytica's Role

infoAnalytica provided answers to key questions viz.

- Current 3G network penetration and growth trajectory in the top 20 emerging markets
- Network expansion programs that could rapidly expand 3G access in the handset near-term market
- Expected level of new handset sales due to the launch of 3G networks
- Expected level of used/refurbished handsets that are expected to flood the market as a result of these new 3G handset purchasers discarding their old handsets
- Anticipated level of demand for handset buyback programs and the elements of these programs' success
- Network expansion programs that are underway in the market or planned
- Estimating the number of mom 'n pop (Kirana) shops in the market
- Viable existing distribution networks on which to piggyback and how deep into the market could handset providers get by piggybacking on these existing distribution networks
- Extent of PC-to mobile convergence happening in Urban India, South Africa and Russia and other emerging markets

Value Proposition

The client was able to understand the current and expected status of the technology markets in the emerging economies. It helped in revealing many facts that the client was not aware of. Additional information that indirectly helped the client understand the market was also passed on.