

Insight report for Smartphone Protective Cover Industry of 2025

2025 Development Trends:

- Eco-friendly
- Younger
- Cyberstar Economy

2025 Industry possibility:

- Expect to 38billion USD by 2028

Hot selling models worldwide:

Trend 1: Sustainability, which has become the standard for brand business transformation

Environmental Crisis

By 2050, the world's oceans will contain more plastic than fish. Marine ecosystems are deteriorating. Plastic in the oceans is expected to quadruple.

Policy Support

The long-term goal of the Paris Agreement is to limit the increase in global average temperature to no more than 2 degrees Celsius above pre-industrial levels and to work towards limiting the temperature increase to no more than 1.5 degrees Celsius.

Economic Development

Environmental, Social and Governance (ESG) inflows, at an all-time high, are expected to reach \$50 trillion by 2025.

Consumer Perception

Data shows that more than 61% of core Millennials (aged 27 to 32) are most likely to choose environmentally friendly products when shopping, and 60% will check the green certification of environmentally friendly packaging and labels.

Trend 2: Generation Z has become the mainstream consumer group, more care about personality and price to quality ratios

Generation Z



Generation Z

According to the 2024 report, the global population of Generation Z has exceeded 2 billion, accounting for 25.2% of the global population and becoming the most populous generation in the world. They have strong purchasing power and are gradually becoming the main force in the consumption of mobile phone accessories, with their consumption influence becoming increasingly apparent.

Care price to quality ratios

Global consumers are now in the era of service-oriented and emotional consumption. People value service quality and experience, as well as personal values and lifestyle. Consumers are beginning to express their values and identity through consumption behavior. They would rather pay more for something of better quality than choose cheaper alternatives.

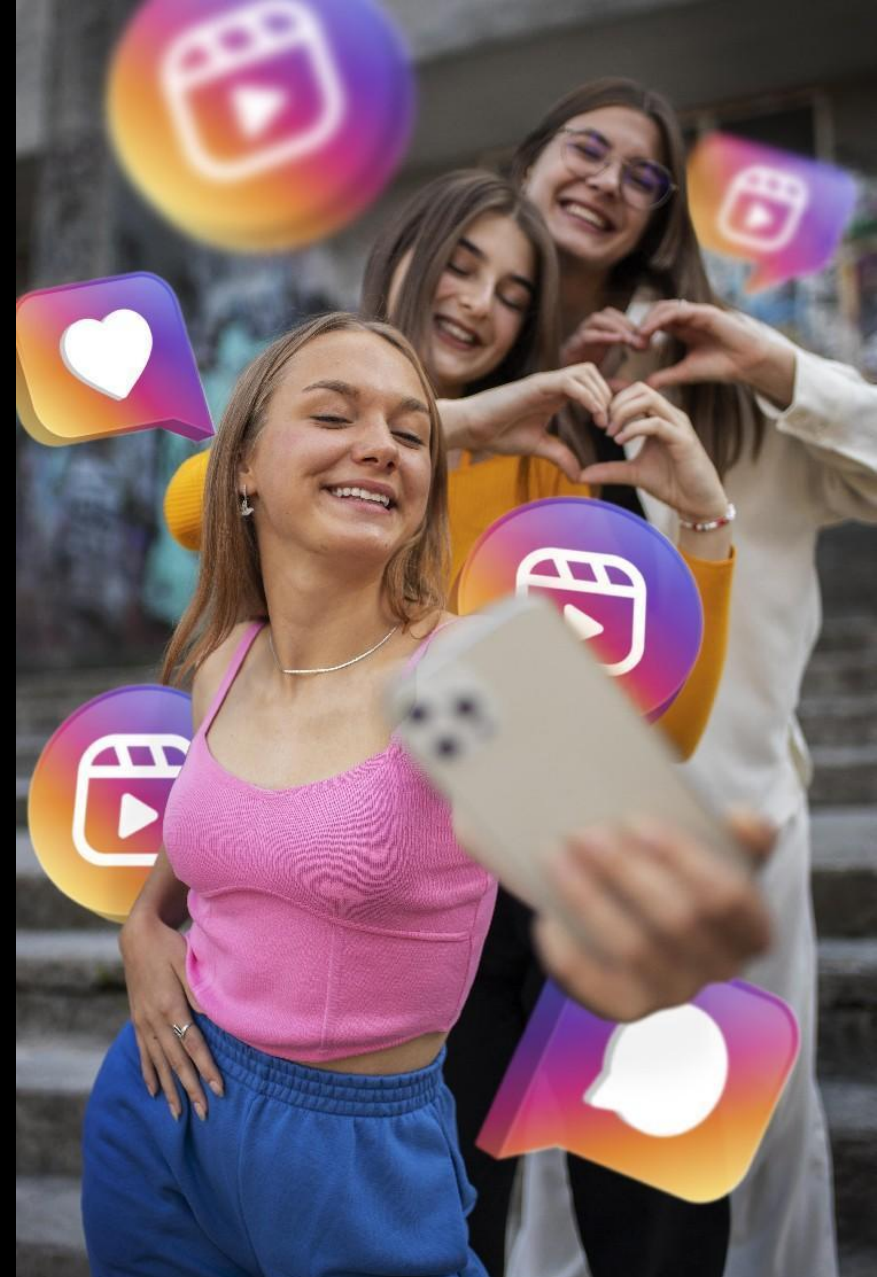
Care personality

According to a survey by Google and Deloitte, Generation Z places greater emphasis on personalization and self-expression, whether it's personal or family expenses. 87% of parents say that their Generation Z children influence their purchasing decisions regarding mobile phone accessories.

Trend 3: Internet shopping has become the mainstream, and cyberstar economy is more powerful now

Social Trends and Popularity

- Cyberstar economy: Internet celebrities and KOLs (key opinion leaders) on social media have a significant impact on consumers' purchasing decisions. Enterprises can enhance brand awareness and sales by collaborating with internet celebrities to promote their products. Consumers are increasingly relying on user reviews on social media and e-commerce platforms to make purchasing decisions. Enterprises need to pay attention to user feedback and improve product and service quality.
- User evaluation: According to the ALIEXPRESS Consumer Insights report, Germany (98%), Spain (95%), and the United Kingdom (90%) have the highest online shopping rates among surveyed consumers; Social media shopping is the most popular mode for 16-24 year olds; 50% of consumers shop through online marketplaces.



In 2025, the market consumption power will be strong and the market space will be large

97.85 billion
USD

225亿
美元

According to a global information research report, the global digital accessories market can reach a size of 97.85 billion US dollars, of which the market size of mobile phone cases is expected to reach 22.5 billion US dollars by 2024, with European phone cases accounting for 23%. Expected to increase to 38 billion US dollars by 2028.

By 2024, smartphone can sell 1.2 billion units

Reference: idc

- According to the latest forecast from IDC's Global Quarterly Mobile Phone Tracking Report, smartphone shipments are expected to reach **1.2 billion units by 2024**, a year-on-year **increase of 2.8%**
- In 2023, the shipment volume of iPhone was 234.6 million units, accounting for 20.1% of the market share

Top 5 Companies, Worldwide Smartphone Shipments, Market Share, and Year-Over-Year Growth, Calendar Year 2023
(Preliminary results, shipments in millions of units)

Company	2023 Shipments	2023 Market Share	2022 Shipments	2022 Market Share	2023/2022 Growth
1. Apple	234.6	20.1%	226.3	18.8%	3.7%
2. Samsung	226.6	19.4%	262.2	21.7%	-13.6%
3. Xiaomi	145.9	12.5%	153.2	12.7%	-4.7%
4. OPPO	103.1	8.8%	114.4	9.5%	-9.9%
5. Transsion	94.9	8.1%	72.6	6.0%	30.8%
Others	361.8	31.0%	377.2	31.3%	-4.1%
TOTAL	1,166.9	100.0%	1,205.9	100.0%	-3.2%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, January 15, 2024



By 2024, smartphone can sell 1.2 billion units

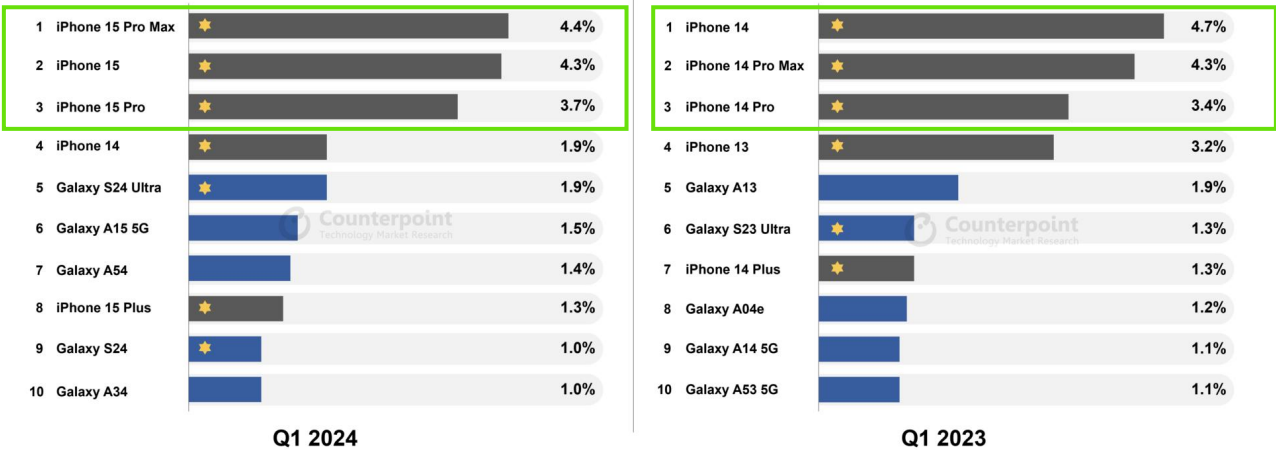
- In the top 10 list of best-selling models for 2023, Apple and Samsung were the only brands. The top 7 are still Apple's new phones
- Compared to the best-selling models in the first quarter worldwide, Apple's latest series will dominate the top 3: 2024Q1 iPhone 15Pro、 iPhone15、 iPhone15Pro

Share of Global Top 10 Best-selling Smartphones, 2023



Source: Counterpoint's Global Monthly Handset Model Sales (Sell-Through) Tracker, Dec 2023

Share of Global Top-10 Best-selling Smartphones, Q1 2024 vs Q1 2023



Source: Counterpoint's Global Monthly Handset Model Sales (Sell-Through) Tracker, March 2024
1. The Q1 2024 chart shows the preliminary market share numbers.
2. Smartphones with a wholesale price of \$600 or above are considered premium.

★ Premium Smartphone ■ Apple ■ SAMSUNG



24Q1 European smartphone market grows 2% year-on-year to 33.1 million units

- According to the latest research report of Canalys, the European smartphone market rebounded in the first quarter of 2024, with 33.1 million units shipped.
- In the first quarter of 2024, the top three best-selling models in Europe: iPhone15 ProMax, iPhone15 Pro, Galaxy S24 Ultra



North American market shipments

North America:

- When Apple launched its new machine in 2023, its market share reached 62% in the Q4 quarter, and its market share remained stable at 52% in the Q1 of 2024. Samsung Q1 increased significantly from 23 to 24, and Q1 market share increased to 31%
- Due to the high market share of iPhone, the most popular top5 smart phone models from 2023 to 2024Q1 are Apple models.

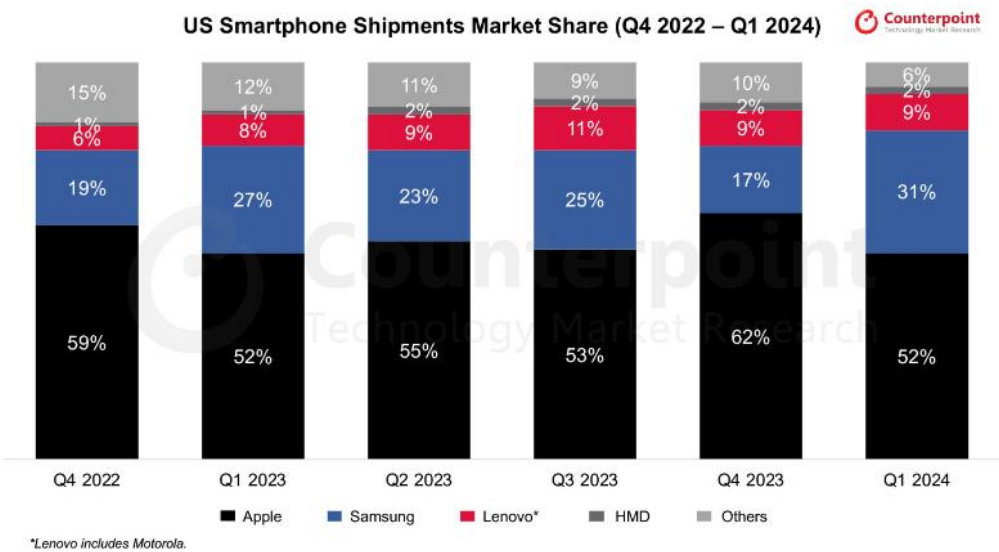


Figure: US smartphone market shipment share.

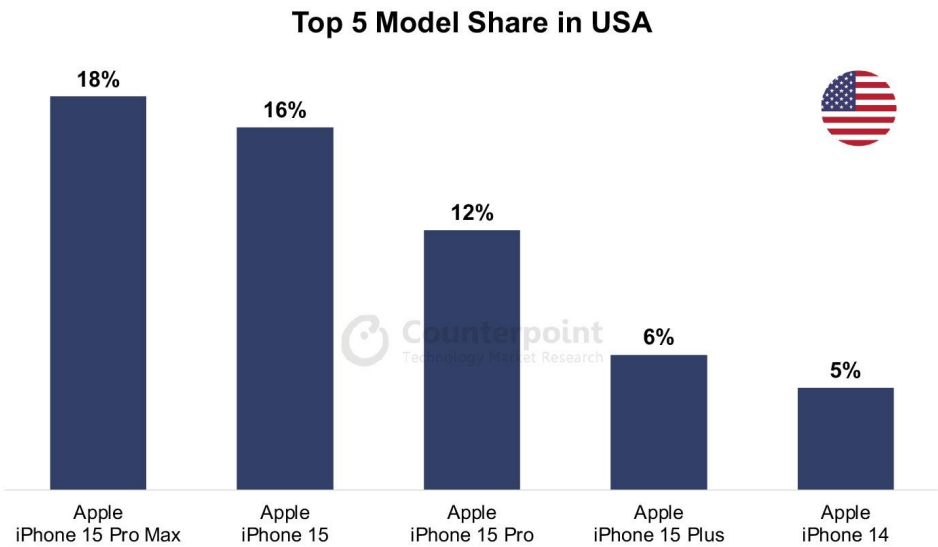


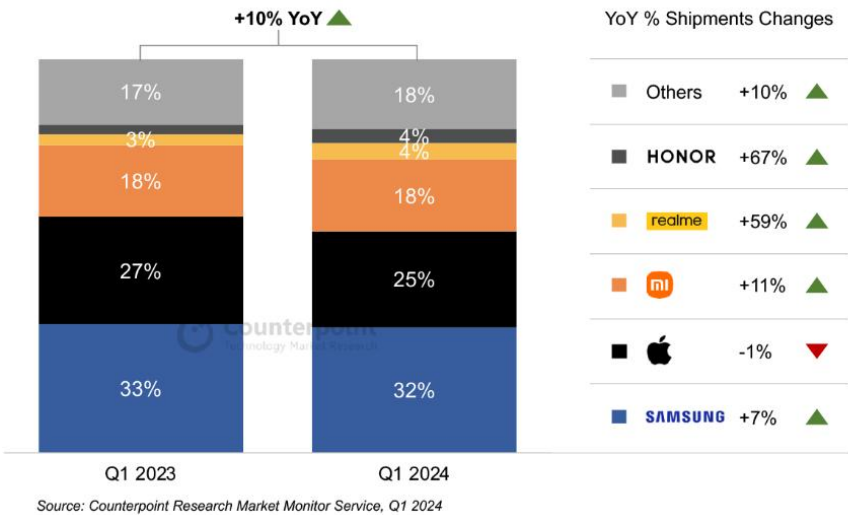
Figure: The most popular smartphone models in 2024 Q1 in the United States



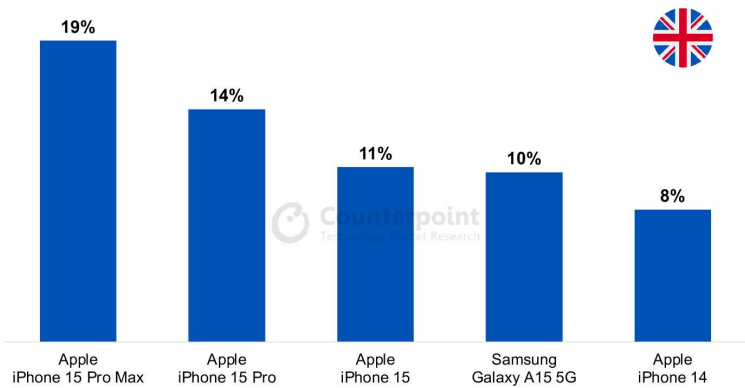
Shipments to Western Europe

- In the first quarter of 2024, European smartphone shipments increased by 10% year-on-year
- The top three smartphone shipments in Q1 2024: Samsung 32%, Apple 25%, and Xiaomi 18%
- Thanks largely to the critically acclaimed Galaxy S24 series, Samsung regained the number one spot from Apple in the first quarter of 2024.
- The most popular model in 2024 Q1 in the three countries of Britain, France and Germany is still Apple's new model series, and Samsung's Galaxy series models are mainly.

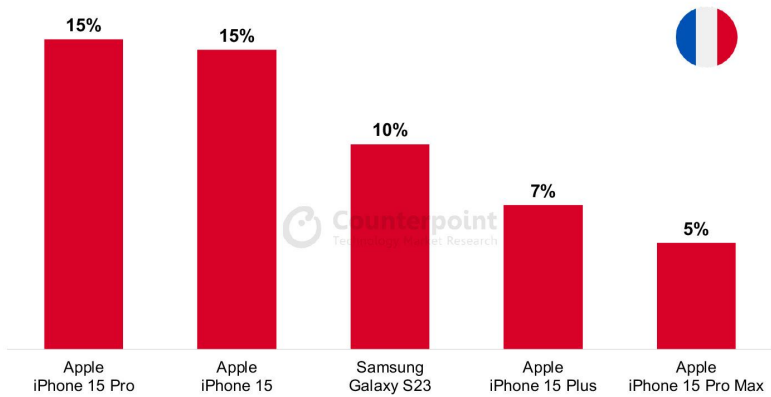
Europe Smartphone Shipments Market Share, Q1 2024 vs Q1 2023



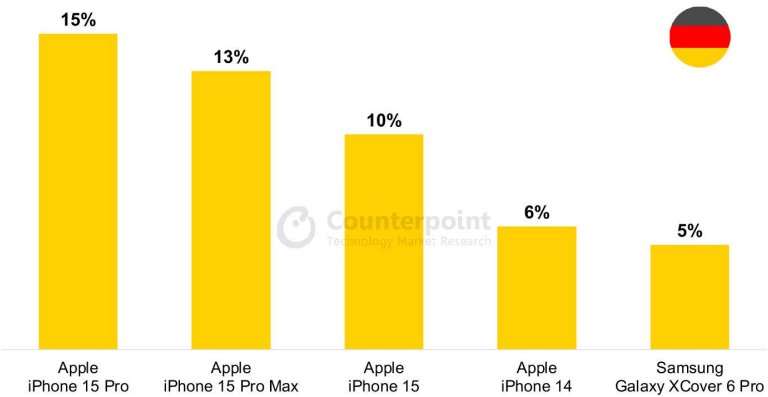
Top 5 Model Share in UK



Top 5 Model Share in France



Top 5 Model Share in Germany



Shipment volume in the Asia Pacific market

China:

- Growth: In the first six weeks of 2024, smartphone sales in China fell 7% year-on-year.
- The proportion of brand shipments is evenly matched, but in China's 2024Q1 most popular models, the top 4 are Apple's latest models
- In addition, in the Asia-Pacific market, South Korea is affected by the brand Samsung in this figure, and the most popular Samsung Galaxy series in the Q1 of 2024 is ranked in the top 5
- There are only two Apple models. In Japan, Apple holds three of the top five spots

China Weekly Smartphone Unit Sales Share & Growth in First 6 Weeks of Year, 2024 vs 2023*

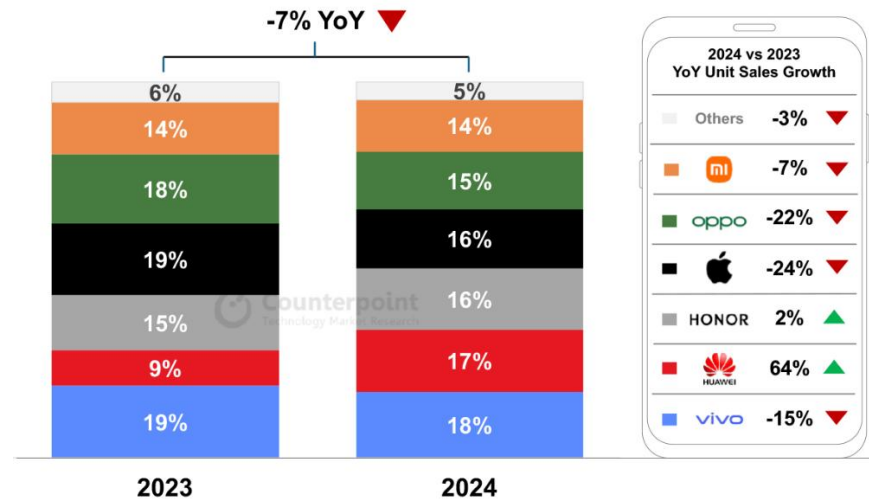
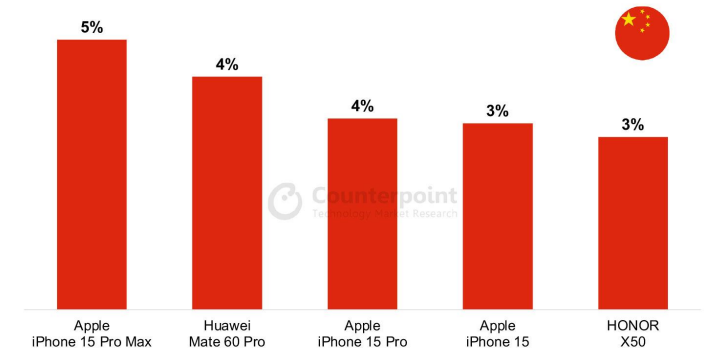
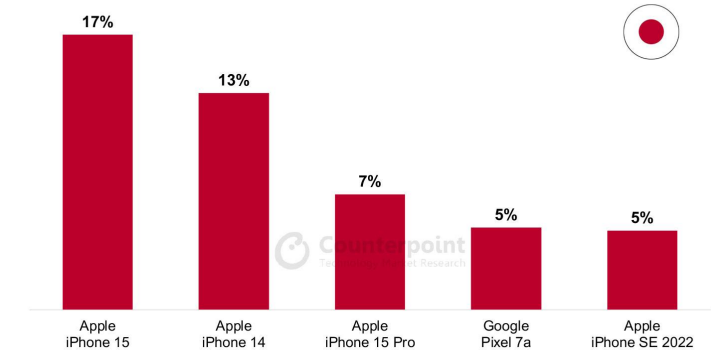
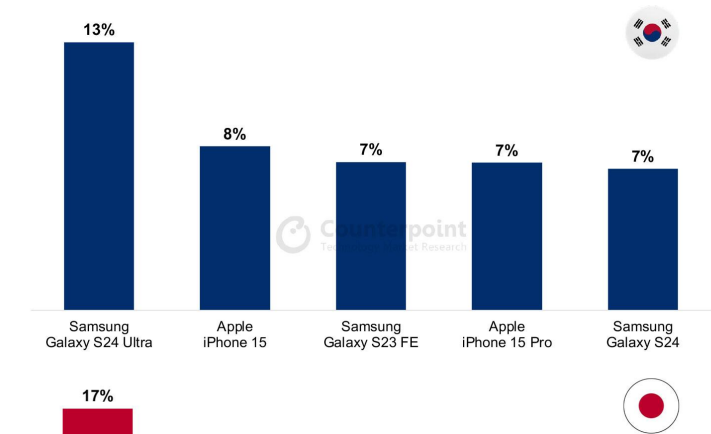


Figure: China's smartphone market shipment share.

Top 5 Model Share in China



Top 5 Model Share in Korea



Shipment volume in Latin America/Middle East markets

Latin America:

- Smartphone shipments in the first quarter increased 21.9% year-over-year and 12% sequentially, reaching the highest level since the fourth quarter of 2021.
- Samsung remained the market leader with a 31 percent share, but its shipments fell 8.5 percent year over year.
- MOTOROLA's shipments hit their highest level since the fourth quarter of 2021, holding on to second place with a 21% share.
- Xiaomi ranked third, with shipments up 41.2 percent year on year.

LATAM Smartphone Shipments, Q1 2024 vs Q1 2023

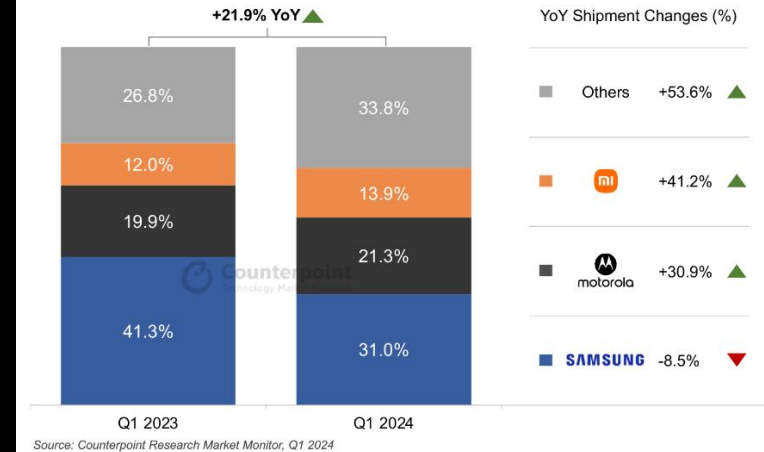


Figure: Smartphone market shipments share in the Middle East.

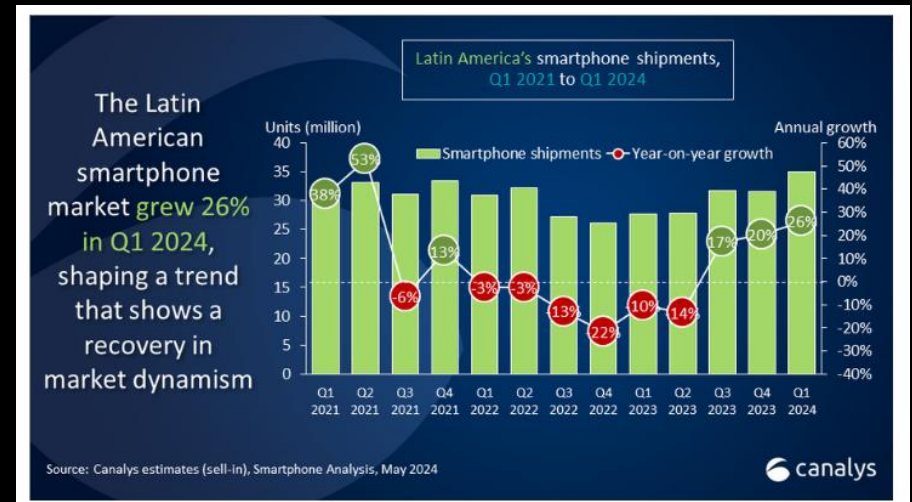


Figure: Middle East smartphone market shipments.