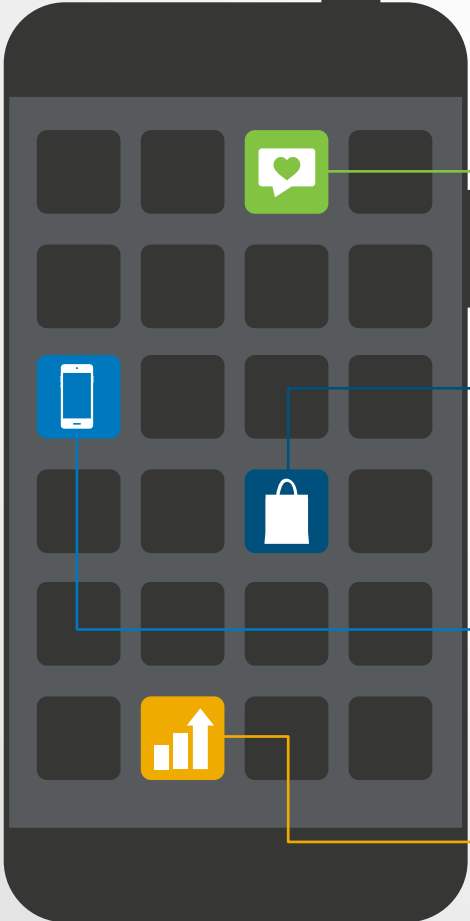


5G Smartphone Sales on the Rise

In the fast-paced U.S. mobile industry the potential for 5G applications has the market abuzz. Although 5G smartphone sales are on the rise, they accounted for less than 1% of devices in 2019. **Here's a closer look.**



5G awareness in the second half of the year reached **nearly 9 in 10 consumers (89%),**

89%

up from 73% in the first half.

Strong growth in the second half of 2019 was **driven by the introduction of new products**

from Samsung, LG, and OnePlus and an increasing number of markets with 5G coverage.

65% of consumers in the second half of 2019 **reported interest in purchasing a 5G smartphone.**

65%

15% said they were not at all interested.

The number of 5G devices **jumped nearly nine-fold**

from the first half of 2019 to the second half of the year.

“

As 5G becomes a standard feature in flagship models and more affordable 5G mid-tier device options debut, 5G adoption will grow and potentially begin to drive upgrade cycles.

”

Brad Akyuz

Executive Director, Industry Analyst, The NPD Group's Connected Intelligence*

Source: The NPD Group/Mobile Phone Tracking Service and Connected Intelligence Mobile Connectivity Report*

Get more insights like this. Contact Brian Lutwick at 516-625-4882 or email brian.lutwick@npd.com.

