PREVIEW

IndSight Dataverse

Smartphone Industry H2 2025 – H1 2026

Winning The Smartphone Attention War:
Data, Innovation, and Consumer Reality

Sumber ***Winning The Smartphone Attention War***
Period Jul 2025 - Jun 2026 · NoLimit Indonesia / IndSight

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Consumer Conversation Dynamics

What's Everyone Talking About in Smartphones?

The digital space is where consumers evaluate, compare, and check smartphone claims in real-time.

Adoption of AI cameras in smartphone users' daily routines has reached

71%

Which AI features are driving this change in behavior during 2025–2026?

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Consumer Journey Shift

Consumers Now Research Longer Before Buying

Shorter phases, deeper research, more brands compared

Discovery Phase

48% → 39%

▼ Consumers Now Skip This Stage Faster

Fase Comparison

15% → 22%

▲ Compare more brands & AI features

Preview: The complete shift for each phase—from Discovery, Research & Review, Comparison, to Purchase Intent—is available in the full report.

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Adoption Insight

Every Consumer Adopts AI Differently

Practical Users dominate, focusing on how fast AI handles daily needs

39% Practical User

Want instant, easy-to-use AI that saves time right away

28% Passive User

Use AI features casually, without exploring them further

18% AI Enthusiast

Actively try every new AI feature and share it with others

Preview: Detailed profiles, needs, and activation strategies are available in the full report.

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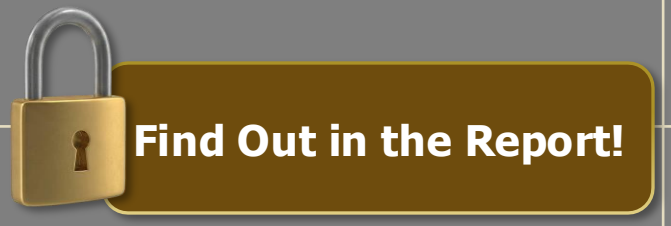
Audience Mapping

Gen Z Dominates, but Every Generation Has Its Own Taste

Gen Z (45%) dominates smartphone market conversations, far above other generations.

Audience	Share	Dominant Brand Interest	Main Focus
Gen Z	45%	Apple, Samsung, Xiaomi	Camera, AI, Life Style
Milenial			
Gen Alpha & Gen X			



Segmentation for Gen Alpha, Millennials, and Gen X, including purchase triggers & expectations, is available in the full report.

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Building a Product Launch Strategy Blueprint

Phase	Main Objective	Most Effective Creator	Dominant Activity	Main Narrative Focus
Pre-Launch	Build product expectations & credibility	Tech Media (24%), Tech Reviewer (22%)	Media preview, creator hands-on, teaser campaign	Specs rumors, AI & Camera demos
Main Launch				
Post-Launch				

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UNLOCK THE FULL INSIGHT

https://dataverse.indsight.id

So, How Do Brands Win the Competition?

Data Shows:

Highest specs are no longer enough. Brands must prove real-world AI benefits, choose the right creators at every phase, and accompany consumers throughout their increasingly long buying journey.

Inside the full report, you will find:

- Conversation maps & AI adoption trends throughout 2025–2026
- Generation, occupation, and AI user persona segmentation
- The right creator roles at each product launch phase
- Offline & online activity analysis, complete with audience responses
- 4-pillar strategy playbook & 0–12 month execution roadmap

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