

Mobile Trends for 2021



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Top 3 Trends for Mobile Marketing

1. Location-based Mobile Marketing

Targeted local marketing is on the rise as location-based SEO and advertising becomes a must for consumers on the go. With location-targeted mobile ad spend predicted to reach [\\$32.4 billion in 2021](#), it is imperative for companies to reach their target audiences where it matters most. As consumers increasingly utilize mobile devices to purchase goods and services, location marketing plays a vital role in reaching customers when and where they are likely to make a purchase. Targeted ads based on location have also been shown to [cut through some of the marketing noise](#), delivering relevant offers to consumers at just the right times. Location marketing is clearly a growing trend that serves high value to marketers and consumers alike, providing current and specific ads or SEO results.

2. Social Media Marketing

Brands are continuously pouring more resources into social media advertising and retail as this is where much of the relevant content is shared and where a large consumer base interacts with various products and services. Social media provides not only a platform for interaction with consumers and brands, but it also gives marketers the opportunity to capitalize on analytics and run quick A/B advertising tests to determine the best campaign. With the number of active social-media users around the world increasing by more than [13% over the past 12 months to 4.2 billion](#) and the [typical social media user spending roughly one day out of the week on social media](#), it is clear that this is where advertising and marketing will continue to grow.

3. Video Content Marketing

Videos are increasingly the way people digest content and consume information. As a result of the pandemic, [YouTube viewership has grown by over 6 times](#) in some countries and there has been a striking shift towards streaming services over traditional TV and movie consumption. Given increasing consumption of video content across

platforms including social media, streaming services, and other platforms like YouTube and Zoom, marketers must look to advertise within these specific channels to reach consumers best.

Since [consumers prefer to watch video more than other content](#), brands will likely continue to create video content to promote themselves. Also, with [75% of all mobile-friendly content likely coming in the form of videos by 2025](#), marketers will have to heighten their usage of videos to reach and engage customers. This trend is expected to accelerate and mobile videos will likely become the dominant channel of consumption, including a boost in marketing geared towards more video content.

Top 3 Trends for Mobile Design

1. Voice Optimized Search and Interface

Voice commands for mobile designs are becoming more popular as people continue to desire easier experiences. Alexa, Siri, and Google Assistant are driving the market and with [voice-based shopping projected to reach \\$40 billion by 2022](#), mobile designs are likely to incorporate more voice commands to improve the overall user experience. The [search bar is the most common place for voice assistants](#) and will continue to trend this way for mobile designs to make shopping and app interfaces easier.

2. More Engaging Swiping Experiences

Mobile designs including better swiping experiences is an increasing trend that will continue to be capitalized on based on the ease of smartphones over that of desktops or laptops to swipe with a touchscreen. Many [onboarding processes for apps will be made more engaging](#) as creativity is the only limiting factor for improving swiping experiences. App developers will consistently utilize more engaging swiping features in 2021 [to make the app journey more memorable, easy, and intriguing](#). While this may seem like a lesser trend for mobile design, this is a huge feature that can boost mobile interfaces and create a smoother experience for users.

3. Dark Mode

Dark mode is a growing trend for mobile design as more users prefer a darker screen in certain settings. This trend already dominated 2020 and is expected to also dominate 2021 as dark mode is becoming a preferred setting for mobile interfaces since [it reduces eye fatigue and saves the user's device battery](#). Many find dark mode to be aesthetically pleasing and easier to use for reading. Big apps like [Instagram, Snapchat, and Facebook already support the dark mode feature](#) which points to an expected increase in this feature as other apps follow this trend.

Top 3 Trends for Mobile Phone Manufacturers

1. Foldable Smartphones

Bigger screens with increased functionality is a growing trend for mobile phone manufacturers. Samsung is the first major mobile phone manufacturer to develop a folding

smartphone to try and [meet consumer demands for bigger screens without compromising on fitting the phone in a pocket](#). There is somewhat of a clash of consumer desires for bigger screens vs. more portable phones, with different manufacturers taking on each demand. However, the fact remains that foldable phones are trending upwards and more manufacturers will likely capitalize on this growing demand.

2. No More Ports

Apple was one of the first manufacturers to [do away with the headphone jack](#), which caused a decent amount of backlash at the start. However, many other mobile phone manufacturers have followed suit. The next likely step in this progression is to get rid of all ports in the phone, to have a completely wireless-dependent smartphone. A wire-free experience for smartphone users is a trend that will only see growth as manufacturers continue to get rid of ports and likely most buttons as well.

3. Better Battery and Camera

Mobile phone manufacturers have always tried to improve their camera and battery quality with each new model to keep up with continued consumer demand. This is a consistent trend that sees almost no regression in any years prior. Many companies are competing on battery life of their phones including Apple, who claims that the [iPhone Pro Max can run for up to 12 hours with no charge](#). Long-lasting battery life in phones is definitely a trend that will continue into the future as consumers expect continuous improvements, especially with batteries.

Similarly, companies like Apple and Samsung are competing to have the best quality cameras on their phones which leads to continuous improvements. With [the Samsung S20 being able to shoot videos in 8K](#), Apple is likely to retaliate with its new iPhone having either an equivalent or better quality camera. This trend is also only likely to rise with constant pressure from consumers.

Top 3 Trends for Mobile Carriers

1. 5G

Further 5G development and implementation for mobile carriers is a huge trend for 2021. [5G connections will number about 600 million worldwide in 2021](#), signalling this rise of an improving network for a greater number of people. Verizon and AT&T are two of the largest players driving this trend forward by installing networks, [creating new efficiencies and data rates magnitudes higher than that of 4G](#). As consumers begin to experience this new 5G network, there will only be further demand and pressure for a greater amount of 5G coverage across the globe.

2. Better Prices

Cellular prices have been decreasing for the past several years and this trend is set to continue over the next few years. According to [Statista](#), the average price per cellular gigabyte in US dollars decreased from \$3.76 to \$3.39 in the past year and is projected to decrease to \$2.75

in 2023. Mobile carriers are dropping prices gradually year by year as competition grows more intense between the top brands like Verizon, AT&T, Sprint, and T-Mobile. This trend is likely to continue in 2021 and the future as companies continue to compete on 5G services and provide the best rates for customers so that they can try to attain or maintain their customer base.

3. Starlink Disruption

Starlink is an emerging technology trend likely to disrupt the mobile carrier industry as a whole and flip it on its head. Musk's Starlink is said to be [active with 70,000 users already in June of 2021](#). Musk says that Starlink can be a nice complement to 5G and has already started to partner with some carriers to provide backhaul. Still, it seems that Starlink is trending towards some market takeover if it ends up being cheaper to access than mobile carriers in 2021 and beyond.

Top 3 Trends for Mobile Future

1. AI

Artificial intelligence is one gigantic trend for the mobile future, including [advancements made in AI voice recognition to optimize the customer experience](#) with things like Alexa, Siri, Google Assistant, and other shopping assistants. Apps are continuing to [utilize AI to better analyze data](#), provide targeted information to customers, and improve the overall user experience more specifically catered to each consumer. AI will only continue to develop and become a greater tool in mobile's future as the rewards are being seen even in its early stages today.

2. Augmented Reality (AR)

AR is another technology trend that will be a bigger part of mobile's future as more consumers desire to digitally interact with the world around them. Pokemon Go is based highly around augmented reality and this app had over [800 million downloads with over 5 million daily users](#), proving the success of AR in generating buzz and engagement in mobile. Other apps like Snapchat and Instagram have implemented some AR technology while other big companies are looking to continue developing AR technology on mobile. AR trends are likely here to stay and will become a bigger part of the future of mobile as it is a great way to create excitement and brand awareness on apps.

3. Syncing of Devices

Syncing mobile devices with wearable technology is a massive trend for the future of mobile as people want to become more connected and have a seamless technology experience across their devices. Especially with fitness wearables, connecting to an app that can track the user's progress is essential nowadays. Syncing also allows for [social interactions and competitions in fitness programs](#) or simply just tracking steps. With [over 35% of people already owning a wearable device](#), the desire for further connectivity and syncing across devices is only set to increase for the future of mobile.

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