

Mobile Phones in Chile

Market Direction | 2022-07-22 | 19 pages | Euromonitor

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Report description:

Following a notable upturn in demand over 2020-2021, demand for smartphones is set to decline in 2022. This fall is closely linked to limited economic incentives compared to the previous year to support the local economy during the pandemic, such as the 10% withdrawals from the pension system and the cash subsidies granted by the government. In 2021, players and in particular emerging brands such as Xiaomi, started to offer more affordable ranges of smartphones for local consumers. In 2022, some...

Euromonitor International's Mobile Phones in Chile report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Feature Phones, Smartphones.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Mobile Phones market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Improving functionality, capacity and access to information are key elements in smartphones

Samsung comfortably leads smartphones, followed by Xiaomi and Motorola

Feature phones continues its decline in 2022

PROSPECTS AND OPPORTUNITIES

E-commerce is becoming crucial to sales structure of smartphone players

Ultra-fast charging indicates new trend, influencing consumers' purchasing decisions

Pricing strategy could be used by emerging brands to gain volume share

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