

Mobile Phones in Colombia

Market Direction | 2022-07-27 | 18 pages | Euromonitor

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Report description:

Mobile phones is falling for the third consecutive year. While inflationary pressures have been taking their toll, Colombia's economy is posting a second consecutive year of growth. Thus, the environment seems ideal for boosting sales in smartphones. However, wider factors are putting downward pressure on smartphones' growth in 2022, continuing a pattern from 2021. Global supply issues mean that demand for certain models of mobile phones remains unmet in Colombia. Shortages of semiconductors is...

Euromonitor International's Mobile Phones in Colombia 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Mobile Phones in Colombia
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List Of Contents And Tables

MOBILE PHONES IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Global supply issues persist, contributing to consecutive falls in mobile phones

Xiaomi stays ahead, threatening both Samsung and Motorola

Consumers benefit from non-VAT days

PROSPECTS AND OPPORTUNITIES

Chinese brands predicted to gain further share, following in Xiaomi's footsteps

Discounted models set to become more visible in specialist stores

Premiumisation trend to cater to rising demand for greater functionality

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2017-2022

Table 2 Sales of Mobile Phones by Category: Value 2017-2022

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 4 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 6 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 8 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

CONSUMER ELECTRONICS IN COLOMBIA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

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Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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