

## **Mobile Phones in Italy**

Market Direction | 2022-07-27 | 22 pages | Euromonitor

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### **Report description:**

Mobile phones have taken on an ever more central role in consumers' daily lives, with the functionality of smartphones extending across multiple activities, including networking, gaming, making payments, online shopping, and taking pictures and videos, as well as watching and listening to content multiple times during the day. The range of content and ease of consumer access continue to grow. Following the agreement between Universal Music Group and Amazon/Twitch, all Premium subscribers of Amaz...

Euromonitor International's Mobile Phones in Italy 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.

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