

Mobile Phones in South Africa

Market Direction | 2022-08-05 | 21 pages | Euromonitor

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Report description:

After suffering a double-digit decline in 2020, as the pandemic ravaged both the economy and global supply chains, mobile phones recovered well in 2021. This was driven by a degree of easing of supply chain pressures, while improving incomes left consumers with money to spend on upgrading their phones. The recovery is continuing in 2022, with retail volume sales set to surpass pre-pandemic levels. The category continues to be driven by smartphones, as feature phones are rapidly being replaced by...

Euromonitor International's Mobile Phones in South Africa 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.

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reliable information resources to help drive informed strategic planning.

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Smartphones continues to recover, as supply issues ease and incomes improve

Samsung leads, LG exits, while Oppo, Vivo and Xiaomi see strong sales growth

Social media and Generation Z are key drivers of smartphones

PROSPECTS AND OPPORTUNITIES

Buoyant smartphones sales to drive penetration, while feature phones limited to low-income consumers

Affordable smartphones set to grow, while iPhone maintains consistent customer base

Multifunctionality to drives sales going forward, as will broadening of 5G coverage

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