

Mobile Phones in Hong Kong, China

Market Direction | 2022-08-08 | 17 pages | Euromonitor

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Report description:

Once seen as a fad that would end quickly, foldable phones are gaining in popularity among local consumers who value this unique format. They value the larger screen size that can help preserve their eyesight in addition to helping them to type better over a bigger screen. Foldable phones used to be a Samsung-exclusive product, but the popularity of the initial models has encouraged competitors to invest in this concept, including Microsoft Surface Duo and Oppo Find N.

Euromonitor International's Mobile Phones in Hong Kong, China 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International

August 2022

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Limited demand for feature phones restricted to older consumers and those looking to disconnect from smart tech

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