

Mobile Phones in Norway

Market Direction | 2022-08-10 | 18 pages | Euromonitor

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Report description:

The downward trajectory in mobile phones is predicted to continue over 2022 and the forecast period, primarily as a result of economic uncertainty and plummeting sales of feature phones. Older Norwegian consumers traditionally used feature phones, but are increasingly purchasing smartphones, which substantially impact sales of the former. The use of feature phones as secondary phones is also in decline, as the economic recession encourages consumers to defer purchases of unnecessary items. Altho...

Euromonitor International's Mobile Phones in Norway 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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Robust demand for versatile smartphones as feature phones continue to lose ground

Rising retail price points as consumers look for higher-end models

Longer replacement cycles due to economic uncertainty, regular installation updates and an emotional attachment to higher-end models

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Making it easier to upgrade and replace models to protect volume sales

Subscriptions through telecommunications operators to simplify and smooth the purchasing process

Sustainable consumerism represents a threat to new model purchases

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