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Mobile Phones in Portugal

Market Direction | 2022-08-08 | 20 pages | Euromonitor

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Report description:

Following positive sales in 2021, mobile phones are showing a decline in 2022. This is attributed to financial insecurity caused by rising inflation, further accelerated by the Ukraine-Russia war, along with exponential growth in energy costs and the prices of basic products. Overall, this has resulted in negative financial conditions for families and has notably dented spending power and economic confidence.

Euromonitor International's Mobile Phones in Portugal 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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KEY DATA FINDINGS
2022 DEVELOPMENTS
Mobile phone sales slump due to uncertain economic climate, whilst premium models remain supported by higher-income consumers
Samsung maintains its lead thanks to cutting-edge developments, although affordable price points remain important to ensure sales
Second-placed Xiaomi tipped as one to watch as it gains good ground in the country
PROSPECTS AND OPPORTUNITIES
Sluggish performance expected, with reconditioned smartphones expected to become increasingly popular
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