

## **Mobile Phones in Sweden**

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

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### **Report description:**

For several years until 2021, retail volume sales of mobile phones had been in decline in Sweden, mainly due to saturation of demand and longer replacement cycles. However, smartphones generated positive volume growth in 2021 and 2022 and this can be attributed largely to pent-up demand. As the need for face-to-face conversations was reduced significantly during the COVID-19 pandemic, many consumers started appreciating their mobile phones much more than before, especially as mobile phones have...

Euromonitor International's Mobile Phones in Sweden 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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Euromonitor International  
August 2022

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