

Mobile Phones in Taiwan

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

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Report description:

In 2021 the new outbreak of COVID-19 impacted severely on mobile phones in Taiwan. The effect of 2022's virus wave is less severe, though sales continue to decline. Taiwanese consumers remain concerned over their personal health. Low consumer confidence and reduced penetration rate during the pandemic hinder the potential for growth in smartphones in 2022. Typically, when buying smartphones Taiwanese consumers will visit stores in person to check the higher-priced models and to negotiate better...

Euromonitor International's Mobile Phones in Taiwan 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

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reliable information resources to help drive informed strategic planning.

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Growth in smartphones hindered by low consumer confidence, component shortages and longer replacement cycles

iPhone holds on to number one spot, boosted by high brand stickiness

Telecom players offer pandemic-inspired promotions, while e-commerce goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Feature phones' fall to continue as seniors shift to smartphones

Chinese brands accelerate advance, while Asus' ZenFone looks set to take on higher-end brands

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