

Mobile Phones in Turkey

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

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Report description:

Mobile phones overall is showing a decline in volume sales in 2022, though current value sales are rising, driven by growth in smartphones. Higher unit prices are the result of global supply chain constraints, component shortages and inflationary pressures, with the first two also impacting volume sales. Saturation is another contributing factor to falling volume sales. Sales of feature phones continue to decline in both volume and current value terms largely because such products are no longer...

Euromonitor International's Mobile Phones in Turkey 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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MOBILE PHONES IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales fall as current value sales rise, as mobile phones suffers from supply problems and saturation

Samsung and iPhone dominate, bolstered by loyal fans who upgrade regularly

Local production supports sales and maximises profits thanks to lack of import taxes

PROSPECTS AND OPPORTUNITIES

Mobile phones sees further declines in 2022

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