

## **Mobile Phones in South Korea**

Market Direction | 2022-08-17 | 21 pages | Euromonitor

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### **Report description:**

Albeit at a slower rate compared to 2021, retail volume sales of smartphones (and the local penetration rate) are expected to further grow in South Korea in 2022. However, one major trend in the category that is gaining greater momentum locally, is that younger consumers are increasingly choosing to purchase the phone and telecommunication plan separately. When consumers purchase a new smartphone via a telecommunication firm, they can receive exclusive deals that allow them to purchase the phone...

Euromonitor International's Mobile Phones in South Korea 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.

## **Table of Contents:**

Mobile Phones in South Korea

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List Of Contents And Tables

### **MOBILE PHONES IN SOUTH KOREA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Popularity of unlocking smartphones

Samsung retains dominance of smartphones

Expanding 5G smartphones

#### **PROSPECTS AND OPPORTUNITIES**

Increasing popularity of foldable phones

Further competition within mid- to low-priced smartphones

New players enter smartphones

#### **CATEGORY DATA**

Table 1 Sales of Mobile Phones by Category: Volume 2017-2022

Table 2 Sales of Mobile Phones by Category: Value 2017-2022

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 4 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 6 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 8 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

### **CONSUMER ELECTRONICS IN SOUTH KOREA**

#### **EXECUTIVE SUMMARY**

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### **MARKET DATA**

Table 14 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

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Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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