

Mobile Phones in Japan

Market Direction | 2022-08-23 | 18 pages | Euromonitor

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Report description:

2021 was a memorable year for mobile phones in Japan. The three largest telecoms players in Japan, Docomo (operated by NTT Docomo), au (operated by KDDI) and SoftBank (operated by SoftBank), all launched second brands. KDDI already had a second brand, UQ Mobile, and SoftBank had Y!mobile, but the newly generated brands were different. Docomo's ahamo, au's povo and SoftBank's LINEMO were similarly designed to be priced lower, supported by the contract process, which is basically carried out online...

Euromonitor International's Mobile Phones in Japan 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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