

Mobile Phones in Romania

Market Direction | 2022-09-05 | 20 pages | Euromonitor

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Report description:

In 2022, retail volume sales of smartphones are expected to continue to grow, despite the high penetration rate. Smartphones are increasingly popular, supported by a growing number of applications and improving features including high-quality cameras. These lightweight devices continue to address a multitude of consumer needs, such as communication, media consumption, navigation, gaming and activity/sport/health tracking. COVID-19 has accelerated this existing trend, with Romanians increasingly...

Euromonitor International's Mobile Phones in Romania 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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2022 DEVELOPMENTS

Growing popularity of smartphones thanks to improving features

Rising costs of raw materials and shipping drive up smartphone prices

Samsung Electronics retains lead while Chinese players continue to gain ground in the category

PROSPECTS AND OPPORTUNITIES

Ongoing premiumisation as Romanians embrace the latest innovation and new technology becomes available

Intensifying competition in smartphones particularly from Chinese brands that appeal to low- and middle-income demographics

Innovation extends to the mid-priced segment as industry players attempt to attract a wider audience with lower priced products

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