

Mobile Phones in Romania

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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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Mobile Phones in Romania
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List Of Contents And Tables

MOBILE PHONES IN ROMANIA

KEY DATA FINDINGS

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

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 ROMANIA

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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