

Mobile Phones in Australia

Market Direction | 2022-09-15 | 19 pages | Euromonitor

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Report description:

Despite supply chain problems in the second half of 2021, sales of smartphones were high due to strong consumer demand for the iPhone 12 and the popularity of 5G handsets. The strong growth momentum is set to cool in 2022, with only marginal growth expected as consumer sentiment declines amidst unfavourable economic conditions resulting from a pandemic hangover and geopolitical turmoil. The status of the pandemic remains the biggest concern affecting smartphones in 2022, with ongoing supply chain issues.

Euromonitor International's Mobile Phones in Australia 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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