

Mobile Phones in Spain

Market Direction | 2022-07-28 | 19 pages | Euromonitor

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Report description:

Smartphone ownership in Spain is now close to universal - at least among those aged between 15 and 65 years - with more mobile lines than people in 2022. As a result, replacement purchases now account for the bulk of demand. However, retail constant value sales of smartphones saw a notable decline during 2022, as mounting inflationary pressure made a growing number of local consumers more price sensitive and opt for cheaper models. This is reflected in the fact that Chinese player Xiaomi has ove...

Euromonitor International's Mobile Phones in Spain 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressure makes consumers more price sensitive

Refurbished smartphones grow in popularity, but some remain reluctant

Android dominates due to its affordability, but many are prepared to pay a premium for the iPhone experience

PROSPECTS AND OPPORTUNITIES

A decline in unit pricing and the growing popularity of refurbished models will undermine retail constant value sales

Feature phones will continue to slide towards obsolescence

E-commerce could overtake appliances and electronics specialists as the leading distribution channel

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