

## Mobile Phones in Thailand

Market Direction | 2022-08-08 | 20 pages | Euromonitor

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### Report description:

Mobile phones is seeing positive volume growth in 2022, driven by smartphones, though growth is significantly slower than in 2021. The global supply chain crisis is having an especially notable impact on products within consumer electronics, with smartphones suffering worldwide. The shortage of semiconductor chips begun prior to the pandemic and has since been exacerbated by the virus outbreak. Recent surges in other Asian countries and China's continue lockdowns further frustrate the situation.

Euromonitor International's Mobile Phones in Thailand 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.

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Samsung still leads with broad portfolio

Expansion of 5G promises to push sales in smartphones across Thailand

##### PROSPECTS AND OPPORTUNITIES

Smartphones to see continued growth thanks to investment and innovation while feature phones get left further behind

Unit prices will rise in line with evolving technology, with some polarisation predicted

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