

Mobile Phones in the US

Market Direction | 2022-10-12 | 23 pages | Euromonitor

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Report description:

According to Euromonitor International's Voice of the Consumer: Digital survey in 2022, 85% of respondents in the US reported owning or having personal access to a smartphone, and 49% reported owning an iPhone. Apple's volume share has remained relatively steady as even competitors have released smartphones with advanced camera features at lower price points, demonstrating the strength of brand loyalty to Apple. In September 2022, Apple released the iPhone 14, which saw an improvement in the cam...

Euromonitor International's Mobile Phones in USA 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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MOBILE PHONES IN THE US

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Apple releases the iPhone 14 to little fanfare

Content creation and social media fuel usage of mobile phones

Smartphone volume sales see modest growth due to softening consumer demand

PROSPECTS AND OPPORTUNITIES

Growth in mobile gaming increases the usage of and investment in smartphones

As a mature category, it is increasingly difficult for brands to convince consumers to upgrade their current satisfactory models

Flip phones gain traction and differentiate brands

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