

Mobile Phones in China

Market Direction | 2023-01-09 | 21 pages | Euromonitor

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Report description:

In 2022, the spread of the Omicron variant of COVID-19 in various parts of China is expected to bring down volume sales of mobile phones. Although the second half of 2022 is less likely to witness as dramatic a decrease due to seasonal sales fluctuations, overall sales of mobile phones in 2022 are likely to even be below those in 2020. Partial and city-wide lockdowns hitting major industrial areas of the country, including Shanghai, Guangzhou and Shenzhen, have led to tremendous supply chain dis...

Euromonitor International's Mobile Phones in China 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 reliable information resources to help drive informed strategic planning.

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