

Mobile Phones in Germany

Market Direction | 2023-03-22 | 18 pages | Euromonitor

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Report description:

Mobile phones in Germany experienced a slight decrease in volume sales in 2022, although with increases in unit prices, current value sales continued to rise. This category is now in the mature phase of its life cycle, and is getting closer and closer to saturation, which can be seen in the declines in volume sales of smartphones in 2021 and 2022. The main drivers of declining volume sales are, on the one hand, the generally declining demand amongst German consumers due to the sustainability tre...

Euromonitor International's Mobile Phones in Germany 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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