

Asia-Pacific (APAC) Mobile Phones Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-03-17 | 47 pages | MarketLine

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Report description:

Asia-Pacific (APAC) Mobile Phones Market Summary, Competitive Analysis and Forecast to 2027

Summary

Mobile Phones in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The Mobile Phones market includes mobile phone service revenues and average minutes of use (MOU). Market values are made up of total mobile revenues containing revenues from mobile service providers and other members of the mobile service value-chain for the provision of mobile telephony services, excluding revenues from the sale of devices. Market volumes are made up of two segments: prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up from the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.
- The Asia-Pacific mobile phones market had total revenues of \$330.9 billion in 2022, representing a compound annual growth rate (CAGR) of 1.0% between 2017 and 2022.
- Market consumption volumes declined with a negative CAGR of 3.4% between 2017 and 2022, to reach an average MOU of 615.4 in 2022.
- The Asia-Pacific mobile phones market is approaching saturation stage due to the growing penetration of mobiles and smartphones in the region.

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Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the mobile phones market in Asia-Pacific
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in Asia-Pacific
- Leading company profiles reveal details of key mobile phones market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Asia-Pacific mobile phones market with five year forecasts

Reasons to Buy

- What was the size of the Asia-Pacific mobile phones market by value in 2022?
- What will be the size of the Asia-Pacific mobile phones market in 2027?
- What factors are affecting the strength of competition in the Asia-Pacific mobile phones market?
- How has the market performed over the last five years?
- What are the main segments that make up Asia-Pacific's mobile phones market?

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