

Mobile Phones in Argentina

Market Direction | 2023-07-28 | 21 pages | Euromonitor

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Report description:

2023 saw a continuation of the negative volume growth that was registered in mobile phones in Argentina in 2022. However, sales declines were more moderate during 2023 and this negative growth trend can be seen at least partially as a reaction to the huge jump that was witnessed in the category during 2021, when smartphones recorded a substantial double-digit increase in volume sales, although it is clear that volume sales of future phones are by now in terminal decline. Nonetheless, it cannot b...

Euromonitor International's Mobile Phones in Argentina 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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Ongoing volume sales declines a sign of a category approaching saturation

Re-inclusion of smartphones into the Ahora 12 financing plan moderates sales declines

Motorola narrows the gap on Samsung as consumers opt for less expensive brands

PROSPECTS AND OPPORTUNITIES

Preference for high-end models set to increase average unit price in the category

Rise of mobile gaming to boost demand for smartphones and threaten game consoles

Xiaomi extends its burgeoning Latin American presence to Argentina

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