

Mobile Phones in Chile

Market Direction | 2023-07-25 | 16 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Extraordinary growth was experienced by mobile phones during the pandemic, when consumers had access to more money, given the help from the government, and the withdrawal of part of pension funds. In a year of normalisation, 2022 saw a significant retail volume decline, and a continued decline, although slower, is expected in 2023, bringing sales well below the pre-pandemic level. The majority of consumers had already purchased a new phone in 2020 and 2021, and replacement is not yet necessary.

Euromonitor International's Mobile Phones in Chile 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Mobile Phones in Chile
Euromonitor International
July 2023

List Of Contents And Tables

MOBILE PHONES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline for mobile phones, as sales normalise after a couple of years of growth
Chileans look for Apple products at low prices, disrupting the competitive landscape
Other companies have trouble fighting Apple due to problems moving old stock

PROSPECTS AND OPPORTUNITIES

Normalisation of growth expected, after a period of disruption
Move to 5G mobile phones set to accelerate
Newer entrants likely to perform well due to mindset of Chilean consumers

CATEGORY DATA

- Table 1 Sales of Mobile Phones by Category: Volume 2018-2023
- Table 2 Sales of Mobile Phones by Category: Value 2018-2023
- Table 3 Sales of Mobile Phones by Category: % Volume Growth 2018-2023
- Table 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023
- Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
- Table 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023
- Table 7 LBN Brand Shares of Mobile Phones: % Volume 2020-2023
- Table 8 Distribution of Mobile Phones by Channel: % Volume 2018-2023
- Table 9 Forecast Sales of Mobile Phones by Category: Volume 2023-2028
- Table 10 □Forecast Sales of Mobile Phones by Category: Value 2023-2028
- Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
- Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
- Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

CONSUMER ELECTRONICS IN CHILE

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 15 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Mobile Phones in Chile

Market Direction | 2023-07-25 | 16 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com