

Mobile Phones in Egypt

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

Smartphones witnessed further volume decline in 2023, although the drop was far less severe than the dramatic downturn seen in 2022. The average unit price of smartphones more than doubled during 2022, with a further 25% increase expected during 2023. The higher prices are deterring new smartphone purchases, as households struggle with higher costs of living. The phenomenal price rises of brand new smartphones has fuelled demand for used smartphones and spare parts. However, this trend has simul...

Euromonitor International's Mobile Phones in Egypt 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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