

Mobile Phones in France

Market Direction | 2023-07-25 | 21 pages | Euromonitor

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Report description:

Mobile phones is one of the best performing categories (after wearable electronics and headphones) in consumer electronics in France in 2023, albeit still showing volume declines due to inflationary pressures reducing consumers' spending power. That said, small value gains are being seen, as driven by the premiumisation of smartphones which offer the latest high-tech features alongside screen size, quality of camera, memory, battery power, and software/hardware compatibility. However, this means...

Euromonitor International's Mobile Phones in France 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

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Table of Contents:

Mobile Phones in France

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List Of Contents And Tables

MOBILE PHONES IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mobile phones sees small positive value gains, with volume slumps being one of the least severe across consumer electronics
Samsung and iPhone maintain their competitive top brand places, while third-placed Xiaomi grows its brand shares

E-commerce remains a strong channel for mobile phones, due to convenience

PROSPECTS AND OPPORTUNITIES

Refurbished models slow down replacement sales and lower the volume on new mobile phones

As market penetration is close to saturation, players fight for market share and value growth

Telecoms companies selling phone plans will continue to be key sales agents, while e-commerce will also remain strong

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 FRANCE

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

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

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SOURCES

Summary 1 Research Sources

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