

## **Mobile Phones in Japan**

Market Direction | 2023-07-24 | 18 pages | Euromonitor

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### **Report description:**

A truth in smartphones is that it is a scale business. The larger the volume produced, the better the cost, because it is easier to receive volume discounts from device makers. Large global players such as Apple, Samsung, and Xiaomi enjoy this advantage. On the other hand, players that root their business in Japan and do not play much outside of the country suffer from a disadvantage, as the Japanese market is limited compared with the global market. This is said to be one of the main reasons th...

Euromonitor International's Mobile Phones in Japan 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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