

Mobile Phones in Malaysia

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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Report description:

Mobile phones continued to account for the highest proportion of retail value sales of consumer electronics in 2023. Smartphones are playing an increasingly important role in the daily lives of local consumers, thanks to the shift towards a cashless society, a trend that was expediated by the pandemic. Indeed, the government is actively looking to boost smartphone penetration amongst low-income households in the country through initiatives such as its Jaringan Prihatin programme, which aims to h...

Euromonitor International's Mobile Phones in Malaysia 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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