

## **Mobile Phones in Mexico**

Market Direction | 2023-07-28 | 22 pages | Euromonitor

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### **Report description:**

Retail volume sales of mobile phones are expected to grow over 2023, albeit due solely to smartphones. Before the onset of the Coronavirus (COVID-19) pandemic, the rate of growth in retail volume sales of smartphones had been slowing, in spite of the increasing affordability of entry-level models. As a significant proportion of Mexican consumers possess a smartphone (penetration rate of over 100% of population in 2022, with a 100% rate anticipated over 2023), replacement purchases are increasing...

Euromonitor International's Mobile Phones in Mexico 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

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reliable information resources to help drive informed strategic planning.

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