

Mobile Phones in Singapore

Market Direction | 2023-07-26 | 17 pages | Euromonitor

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Report description:

2020 saw shipments of smartphones decline globally, which were also felt in Singapore. In addition, inflation and macro concerns also played roles as consumers looked to reduce their expenditure wherever possible, including postponing upgrades on mobile phones. However, overall demand for smartphones (the only format available within mobile phones locally following the exit of feature phones in 2017) is marginally improving in 2023. Local consumers are becoming increasingly optimistic about thei...

Euromonitor International's Mobile Phones in Singapore 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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Table of Contents:

Mobile Phones in Singapore

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List Of Contents And Tables

MOBILE PHONES IN SINGAPORE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal volume growth for smartphones following 2022's decline

Apple maintains leadership in 2023, followed closely by Samsung

Ease of social media use and features such as camera quality increasingly drive consumers' purchasing decisions

PROSPECTS AND OPPORTUNITIES

Economic uncertainty likely to promote longer replacement cycles

E-commerce set to remain strong distribution channel for smartphones

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 SINGAPORE

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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