

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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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

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E-commerce set to remain strong distribution channel for smartphones

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