

## **Mobile Phones in South Korea**

Market Direction | 2023-07-27 | 20 pages | Euromonitor

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### **Report description:**

Retail volume sales of smartphones declined in 2022, and this is set to continue in 2023. In 2021, sales of smartphones saw a dynamic volume increase, partly due to a rebound from the 2020 fall in sales, when COVID-19 disrupted the production and supply chain. This was one of the main factors contributing to the subsequent declines, as a large proportion of demand had already been met, and sales were unable to remain at such a high level.

Euromonitor International's Mobile Phones in South Korea 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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Euromonitor International  
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