

Mobile Phones in Spain

Market Direction | 2023-07-25 | 21 pages | Euromonitor

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Report description:

In line with the rest of the world, mobile phones experienced a decline in sales in retail volume terms in 2022 with this pattern continuing into 2023. This follows a very negative December campaign during 2022, which is normally one of the most profitable periods of the year due to the popularity of Black Friday. Sales continued falling despite the important promotional push made by brands and retailers as they looked to clear stock that had built up during the year as demand fell.

Euromonitor International's Mobile Phones in Spain 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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