

Mobile Phones in Thailand

Market Direction | 2023-07-26 | 20 pages | Euromonitor

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Report description:

Retail volume sales of mobile phones saw modest growth in 2023, driven by smartphones, in contrast to the sharp seen in the previous year. The latter was due a worldwide shortage of semiconductor chips, which began prior to the pandemic and which had a knock-on effect on sales of many consumer electronics products. With the chip situation having eased somewhat in 2023, some consumers began to upgrade their old models, in line with normal replacement cycles.

Euromonitor International's Mobile Phones in Thailand 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Multifunctional nature of smartphones is key growth driver, with rise of cashless transactions and mobile gaming fuelling demand

Samsung faces intensified competition from Chinese players

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