

Mobile Phones in the Czech Republic

Market Direction | 2023-07-26 | 19 pages | Euromonitor

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Report description:

Smartphones volume sales are declining for a second consecutive year in 2023. Supply side issues were problematic in 2022, with the global microchip shortage and rising overall production costs pushing up prices. In 2023, the volume decline is being caused by weaker demand. High inflation and the rising cost of living has encouraged consumers to postpone certain types of consumption, including the purchase of new phones. Consumers are keen to keep their smartphones for longer in order to save money...

Euromonitor International's Mobile Phones in Czech Republic 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.

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reliable information resources to help drive informed strategic planning.

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