

Mobile Phones in the United Arab Emirates

Market Direction | 2023-07-25 | 19 pages | Euromonitor

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Report description:

The average unit price of smartphones in the United Arab Emirates continues to increase in 2023. This can be attributed to multiple factors, including ongoing inflation and the premiumisation trend driven by leading players in the local market. For example, Samsung's flagship Galaxy series and Apple's iPhone range consistently introduce new models with advanced features and claims of enhanced performance, commanding premium prices. These devices offer top-of-the-line specifications, sleek design...

Euromonitor International's Mobile Phones in United Arab Emirates 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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