

Mobile Phones in the US

Market Direction | 2023-07-25 | 23 pages | Euromonitor

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Report description:

2023 saw volume sales of mobile phones continue to decline, marking a continuation of the downwards trend that has been seen in the category for many years. Apple remains the category's leading player, with each new release of the new generation of its iPhone brand of smartphones attracting the attention of consumers and improving demand for the company's mobile phones overall. However, the company's previously dynamic sales growth has slowed in recent years and this can be attributed mainly to...

Euromonitor International's Mobile Phones in USA 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.

Table of Contents:

Mobile Phones in the US
Euromonitor International
July 2023

List Of Contents And Tables

MOBILE PHONES IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume declines continue, albeit at a slower pace than in 2022

Improvements in Android phones spur the category's overall performance

Manufacturing costs continue to increase as rising prices put pressure on demand

PROSPECTS AND OPPORTUNITIES

Gaming to become more influential via mobile AR and more powerful processors

Modest volume growth and pessimism among key players set to define mobile phones

Smartphone usage set to remain very high despite impending slowdown in sales growth

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 Sales of Mobile Phones by Category: Value 2018-2023

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

CONSUMER ELECTRONICS IN THE US

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

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Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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