

## **Mobile Phones in Turkey**

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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### **Report description:**

In 2023, mobile phone volume sales saw a small volume decline, though current value sales are rising. Adverse economic conditions in the country translated into lower disposable incomes, and this has reduced mobile phone renewals. The rising price of smartphones was a notable factor, driving up by inflation. In addition, the major earthquake that took place in February 2023 and affected ten provinces in the country, reduced demand for new mobile phone. Saturation is another contributing factor t...

Euromonitor International's Mobile Phones in Turkey 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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July 2023

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