

Mobile Phones in Portugal

Market Direction | 2023-08-02 | 19 pages | Euromonitor

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Report description:

Retail sales of mobile phones in Portugal declined in volume terms in 2023, albeit at a slower rate than the previous year. Demand remained constrained by low levels of purchasing power, as home-owners continued to grapple with stagnating incomes and high living costs. Furthermore, demand for mobile phones is now quite mature in Portugal, with most purchases being for the purpose of replacement. However, premium smartphones continued to generate a high level of interest, as the target audience f...

Euromonitor International's Mobile Phones in Portugal 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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Euromonitor International
August 2023

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Growing demand for pre-owned mobile phones

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