

Mobile Phones in China

Market Direction | 2023-08-09 | 21 pages | Euromonitor

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Report description:

Mobile phones is still struggling to recover from the aftermath of the pandemic impacts in 2023. 2022 marked a historic year when sales for mobile phones in China underwent a double-digit decline in volumes sold, amounting to less than 290 million units in total - the lowest in a decade. Continuous supply chain disruptions, exemplified by soaring international shipping costs, factory closures, and even city- and province-wide lockdowns, all placed extra pressure on manufacturers. On the demand s...

Euromonitor International's Mobile Phones in China 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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