

Mobile Phones in Norway

Market Direction | 2023-08-18 | 18 pages | Euromonitor

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Report description:

Due to the ubiquitous nature of smartphones, one might expect that sales would be more robust, however, volume is in a marginal decline in 2023. This is attributed to the elongated product lifecycles, both due to models being of better quality, and also because consumers are upgrading their mobile phones less frequently for budgetary reasons. This scenario has thus encouraged manufacturers to launch such models as the OnePlus 11 5G (OnePlus Technology (Shenzhen) Co, Ltd (NBO) and BKK Electronics...

Euromonitor International's Mobile Phones in Norway 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

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reliable information resources to help drive informed strategic planning.

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MOBILE PHONES IN NORWAY

KEY DATA FINDINGS

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Even mobile phones sees a marginal volume decline, due to longer product lifecycles

Higher retail price points also affect mobile phones, although consumers are willing to pay more for desired models

Sustainability trends have a strong impact on mobile phones

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Higher prices driven by inflationary pressures and premiumisation

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