

Mobile Phones in Romania

Market Direction | 2023-08-18 | 20 pages | Euromonitor

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Report description:

For the second year in a row, sales of smartphones are declining in retail volume terms in 2023. This is partly due to the fact that the category is reaching maturity. In the current economic context, Romanians are postponing large, non-essential purchases and are also looking to keep their smartphones for longer than before. This behaviour is being fuelled by the already high-performance features of their existing smartphones and the lack of any major improvements in the newest launches. Nevert...

Euromonitor International's Mobile Phones in Romania 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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