

Mobile Phones in South Africa

Market Direction | 2023-08-09 | 17 pages | Euromonitor

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Report description:

During the review period, there was a clear trend towards smartphones with larger screen sizes in South Africa. This was driven mainly by technological advancements which allowed consumers to perform multiple functions, which until relatively recently, could only be performed via their computers. One such example was access to online learning, which became much more widespread in response to the COVID-19 pandemic. These functions required bigger screens, to ensure consumers enjoyed a better experience...

Euromonitor International's Mobile Phones in South Africa 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.

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reliable information resources to help drive informed strategic planning.

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Consumers seek to purchase devices with added functionalities

Smartphones benefit from growth in demand for smart home devices

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Tough economic conditions will lead to sustained demand for value-for-money products

Shift towards online sales

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