

Mobile Phones in Taiwan

Market Direction | 2023-08-18 | 19 pages | Euromonitor

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Report description:

Retail volume sales of mobile phones continued to decline in 2023. Households were reluctant to spend their hard-earned money on discretionary purchases, as fears over inflation and interest rate rises took their toll on consumer confidence. Moreover, higher-income consumers, who were relatively unaffected by recession, preferred to splash out on other luxuries, such as international travel, as they had been unable to take holidays during the pandemic. Moreover, a lack of major technological bre...

Euromonitor International's Mobile Phones in Taiwan 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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Lack of new product development, shrinking consumer confidence and longer replacement cycles lead to ongoing decline for smartphones, while feature phones continue their downward slide

Apple's iPhone retains its lead, thanks to high brand stickiness

Telco-operated stores remain most important retail channel

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Growth of digital payment systems will further consolidate value growth in smartphones

Feature phones will continue to fall as seniors shift to smartphones

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