

Mobile Phones in Germany

Market Direction | 2023-10-10 | 18 pages | Euromonitor

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Report description:

In 2023, various macroeconomic conditions have been affecting mobile phones, particularly rising prices. Persistent high inflation, as well as a scarcity of resources for manufacturing smartphones, and distribution difficulties, are expected to result in a decrease in volume sales figures in this year. Materials for hardware have seen price hikes due to scarcity, resulting in intermediate products becoming more expensive, and ultimately impacting consumers. Apple has increased the price of the i...

Euromonitor International's Mobile Phones in Germany 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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Table of Contents:

Mobile Phones in Germany
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List Of Contents And Tables

MOBILE PHONES IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Persistent price increases due to supply chain shortages

Device diversity is becoming more prominent

New flagship phones from Samsung and Apple dominate

PROSPECTS AND OPPORTUNITIES

The introduction of 5G in Germany continues to progress, driving demand for 5G-capable smartphones

Extended lifespan of smartphones

New technologies such as foldable phones likely to perform well in the market

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 Sales of Mobile Phones by Category: Value 2018-2023

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

CONSUMER ELECTRONICS IN GERMANY

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

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Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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