

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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Persistent price increases due to supply chain shortages

Device diversity is becoming more prominent

New flagship phones from Samsung and Apple dominate

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Extended lifespan of smartphones

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

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