

## **Mobile Phones in India**

Market Direction | 2023-10-27 | 22 pages | Euromonitor

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### **Report description:**

In 2023, the mobile phones category in India witnessed decline in retail volume terms, due to lower demand for feature phones that face fierce competition from smartphones. Limited innovation and unfavourable macroeconomic conditions have also curtailed demand for feature phones in 2023. With a growing number of new launches in the entry-level smartphone segment, many people are migrating from feature phones to smartphones in order to benefit from increased functionality and internet access. Fur...

Euromonitor International's Mobile Phones in India 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

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reliable information resources to help drive informed strategic planning.

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