

Mobile Phones in Chile

Market Direction | 2024-07-17 | 19 pages | Euromonitor

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Report description:

Demand for smartphones in Chile is improving in 2024 following several years of strong retail volume decline. Sales are being supported by the promotional campaigns of the leading brands, while they have also been focusing on making substantial improvements to product functionality in areas such as connectivity with a significant boost to 5G smartphones, the development of better cameras, and innovation in the materiality of smartphones, especially in their casing and screen, which has encourage...

Euromonitor International's Mobile Phones in Chile 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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MOBILE PHONES IN CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for smartphones improves following two years of contraction

Further declines for feature phones due to niche target audience

Improvements in functionality, capacity, and access to information are key elements within smartphones

Samsung retains comfortable lead of smartphones despite competition from smaller players

PROSPECTS AND OPPORTUNITIES

Emerging brands predicted to gain further share

Social media will continue to increase influence as a vital tool to boost demand for smartphones

Promotional strategies will continue to strongly attract consumers

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