

Mobile Phones in Colombia

Market Direction | 2024-07-15 | 17 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

There is expected to be a decrease in volume sales of mobile phones in 2024. Continuing inflation and heightened price sensitivity is persuading many consumers to put off upgrading their smartphones. That being said, penetration of smartphones is high, with feature phones seeing a significant fall in volume sales. The main consumer base for feature phones is older consumers of over 70 years of age, as well people living in rural areas where 4G connectivity is limited.

Euromonitor International's Mobile Phones in Colombia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Mobile Phones in Colombia
Euromonitor International
July 2024

List Of Contents And Tables

MOBILE PHONES IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume sales in 2024

Emergence of refurbished phones

Xiaomi leads, closely followed by Samsung and Lenovo

PROSPECTS AND OPPORTUNITIES

Rollout of 5G boosts sales of smartphones

Players drive value-added opportunities

Trade in second-hand phones continues to grow

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2019-2024

Table 2 Sales of Mobile Phones by Category: Value 2019-2024

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 4 Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 6 NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 8 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

CONSUMER ELECTRONICS IN COLOMBIA

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Mobile Phones in Colombia

Market Direction | 2024-07-15 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com