

## **Mobile Phones in South Africa**

Market Direction | 2024-07-15 | 19 pages | Euromonitor

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### **Report description:**

Despite a marginal drop in retail volume sales, demand for smartphones in South Africa remains above pre-pandemic levels. The decline is also much slower compared to the previous year's drop, with the category showing signs of a more positive performance moving into the forecast period. A major contributing factor to this improvement is the growing popularity of smartphone brands from China. Initially, these brands focused on the lower segments, but they now have competitive offerings ranging fr...

Euromonitor International's Mobile Phones in South Africa 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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