

## **Mobile Phones in the United Kingdom**

Market Direction | 2024-07-12 | 22 pages | Euromonitor

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### **Report description:**

After several years of volume declines, demand for mobile phones in the UK is marginally improving in 2024. The category has faced challenges such as market saturation and economic uncertainty, where consumers have hesitated in making discretionary purchases and upgrading their mobile phones, all while the lifecycle of a mobile phone increased over the second half of the review period, further negating the need to replace these devices. However, the negative trend is reversing in 2024, with reta...

Euromonitor International's Mobile Phones in United Kingdom 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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**Table of Contents:**

Mobile Phones in the United Kingdom  
Euromonitor International  
July 2024

List Of Contents And Tables

MOBILE PHONES IN THE UNITED KINGDOM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Trend change for mobile phones in 2024  
Longer lifespan and sustainable materials in focus for mobile phone players  
Apple and Samsung retain strength as leading brands

PROSPECTS AND OPPORTUNITIES

Smartphones set to continue driving category sales over forecast period  
Innovation and new features key for future growth  
A saturated market presents challenges for players

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 THE UNITED KINGDOM

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

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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

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SOURCES

Summary 1 Research Sources

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