

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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