

Mobile Phones in the US

Market Direction | 2024-07-16 | 22 pages | Euromonitor

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Report description:

Smartphones in the US is set to see low retail volume growth in 2024, after a difficult couple of years. Despite continuous innovation and the release of new models by major smartphone manufacturers, there is an emerging trend of consumers in the US opting to hold onto their existing devices for an extended period. This can be attributed to a multitude of factors, including the diminishing differentiation between annual iterative upgrades, increasingly saturated features meeting most user needs,...

Euromonitor International's Mobile Phones in USA 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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