

Mobile Phones in Argentina

Market Direction | 2024-07-25 | 18 pages | Euromonitor

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Report description:

In 2024, the currency devaluation in Argentina led to a surge in the smuggling of mobile phones, a trend that is expected to continue into 2025. Before the December 2023 devaluation, consumers found it affordable to buy from local retailers because brands imported parts to manufacture phones in Tierra del Fuego at the official exchange rate, which was significantly lower than the price of the US dollar in the informal market. The reduced gap between the official and informal exchange rates cause...

Euromonitor International's Mobile Phones in Argentina 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Currency devaluation triggered smuggling

Economic recession and smuggling hampered sales and strengthened entry-level models

Motorola slightly narrowed its gap with Samsung

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Lifting of bureaucratic restrictions will not damage local production

Moderated growth unless technological disruption appears

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