

Mobile Phones in France

Market Direction | 2024-07-25 | 21 pages | Euromonitor

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Report description:

Mobile phones is one of the most interesting categories in consumer electronics in France in 2024, seeing a strong volume rebound (albeit still in a very small negative-figure slump) and achieving small positive value sales. Meanwhile, smartphones is back to positive figures in volume and value.

Euromonitor International's Mobile Phones in France 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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Samsung and Apple maintain their leads thanks to strong brand image

Telecom operators increasingly compete with second-hand suppliers such as Backmarket

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