

Mobile Phones in Greece

Market Direction | 2024-07-25 | 17 pages | Euromonitor

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Report description:

Smartphones are witnessing steady growth in volume sales during 2024, reflecting the sustained demand for advanced mobile technology in Greece. This increase derives from growing demand for premium devices with advanced features, with consumers increasingly keen to upgrade their handsets. A combination of enhanced camera capabilities, faster processing speeds, and expanded connectivity options contributes to the heightened interest in smartphone upgrades. Additionally, the roll out of 5G technology...

Euromonitor International's Mobile Phones in Greece 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

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reliable information resources to help drive informed strategic planning.

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