

Mobile Phones in Mexico

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

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Report description:

A slight increase in retail volume sales is projected for mobile phones in Mexico in 2024. However, this performance is due to the ongoing growth in the demand for the dominant type, smartphones, with feature phones set to continue to see a strong double-digit decline in retail volume sales at the end of the review period. Increasingly, Mexican consumers consider a smartphone to be a necessary, even must-have, device because of a wide range of functions and applications that go beyond the abilit...

Euromonitor International's Mobile Phones in Mexico 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.

Table of Contents:

Mobile Phones in Mexico
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List Of Contents And Tables

MOBILE PHONES IN MEXICO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers view a smartphone as a must-have device

Constant development of improvements in smartphones to encourage consumption

Feature phones offer affordable and untraceable devices

PROSPECTS AND OPPORTUNITIES

AI integration to develop apace in the forecast period

Players to continue to develop a premium offer and profile to engender consumer loyalty

Refurbished smartphones represent a growing category in Mexico

CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2019-2024

Table 2 Sales of Mobile Phones by Category: Value 2019-2024

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 4 Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 6 NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 8 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

CONSUMER ELECTRONICS IN MEXICO

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

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Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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