

Mobile Phones in Romania

Market Direction | 2024-07-25 | 19 pages | Euromonitor

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Report description:

After robust volume growth rates up to 2021, volume sales are declining and in 2024, mobile phones are expected to see a further fall in volume sales. Despite an improving economic picture and inflation easing, consumers are cautious about spending, and replacement cycles are lengthening. The main reason that consumers replace their phones is if the battery is underperforming or if the model is no longer supported. However, manufacturers of mid- to premium-priced smartphones have extended their...

Euromonitor International's Mobile Phones in Romania 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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Euromonitor International
July 2024

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