

## Mobile Phones in Singapore

Market Direction | 2024-07-22 | 18 pages | Euromonitor

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### Report description:

After the challenges faced in 2022 and 2023 due to the economic impact of the pandemic, mobile phones in Singapore is set to show signs of recovery in retail volume terms in 2024. With feature phones ceasing to have a notable presence in the country even before the pandemic, smartphones is the only category of note within mobile phones. With an improving financial outlook, consumers are feeling more optimistic, and are increasingly open to investing in gadgets such as smartphones. What is notewo...

Euromonitor International's Mobile Phones in Singapore 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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Apple comfortably leads smartphones

Rising unit prices do not affect demand as much as expected

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Foldable phones expected to perform well in the market

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