

## **Mobile Phones in the Philippines**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Mobile phones experienced a notable rebound in 2024 amid the rebound in the economy and weaker inflationary pressures with consumer and vendor confidence rising. Inflation peaked at the start of 2023 but began to slow down towards the end of the year, affecting consumer spending habits and curbing mobile phone sales. Initially, high inflation rates had led to cautious spending and a more conservative approach from vendors. However, as inflation eased and consumer confidence started to recover, t...

Euromonitor International's Mobile Phones in Philippines 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Mobile Phones in the Philippines  
Euromonitor International  
July 2024

List Of Contents And Tables

MOBILE PHONES IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Upbeat performance for mobile phones  
Transsion Holdings secures lead in budget smartphones  
Credit plays critical role in smartphone purchases

PROSPECTS AND OPPORTUNITIES

Marketing campaigns to enhance brand visibility  
Adapting to the value-conscious Filipino Consumer  
Mobile gaming to gain traction

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 THE PHILIPPINES

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
- 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com  
www.scotts-international.com

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Mobile Phones in the Philippines

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €995.00  |
|                | Multiple User License (1 Site) | €1990.00 |
|                | Multiple User License (Global) | €2985.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-05-12"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com