

Mobile Phones in Turkey

Market Direction | 2024-07-25 | 20 pages | Euromonitor

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Report description:

In 2024, the volume sales of smartphones in Turkey experience a notable slowdown in growth compared to the preceding two years. This deceleration is due to the high penetration rate of smartphones in Turkey, one of the highest in the world. With a significant portion of the population already owning smartphones, the market has reached a point of saturation, resulting in diminished growth opportunities. As a result, smartphone manufacturers face challenges in stimulating further sales growth amid...

Euromonitor International's Mobile Phones in Turkey 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.

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