

Mobile Phones in Hong Kong, China

Market Direction | 2024-08-01 | 18 pages | Euromonitor

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Report description:

Demand for smartphones in Hong Kong was already declining prior to the pandemic, due to saturation in the local market with over a 100% penetration rate. However, as a result of the pandemic, the declines were exacerbated by supply chain challenges with these continuing to impact manufacturing and shipping or air freight even as restrictions started to ease. Nevertheless, the first half of 2024 has witnessed a reversal of the declining trend, with retail volume sales returning to growth, as the...

Euromonitor International's Mobile Phones in Hong Kong, China 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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Smartphone demand starts to stabilise following years of decline
Foldable smartphones steadily gain relevance as consumers prefer larger screen sizes
Offline specialists retain dominance of distribution due to local preference to physically inspect mobile phones prior to purchase

PROSPECTS AND OPPORTUNITIES

Smartphones to continue gaining momentum amid improving economic conditions
Generative AI to become increasingly prevalent in future phone technology
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