

Mobile Phones in Italy

Market Direction | 2024-07-31 | 23 pages | Euromonitor

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Report description:

Sales of mobile phones remain in a negative volume slump in Italy in 2024, although this performance appears to be inching back towards a positive direction. Feature phones is in an extreme slump, whereas even smartphones fails to reach positive volume figures. However, the category remains supported by overall demand for the ubiquitous nature of smartphones, which continue to cannibalise sales from a number of other categories in consumer electronics.

Euromonitor International's Mobile Phones in Italy 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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Novelty features and category-crossover functions attract consumers

Consumers increasingly use smartphones to access online content, with a decline in use for calls

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Ongoing AI integration will boost smartphones' use for the upcoming generations

Chinese Oppo and Realme enhance their appeal as mid-range options

HMD Global transitions away from Nokia smartphones to focus on its own brands

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