

Mobile Phones in Portugal

Market Direction | 2024-07-31 | 19 pages | Euromonitor

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Report description:

Retail sales of mobile phones in Portugal remained constrained by low purchasing power as homeowners continued to grapple with stagnating incomes and high living costs in 2024. Furthermore, demand for mobile phones is now quite mature in Portugal, with most purchases being for the purpose of replacement. However, premium smartphones continue to generate a high level of interest, as the target audience for these models is less affected by economic fluctuations. Folding models are becoming more po...

Euromonitor International's Mobile Phones in Portugal 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Mobile Phones in Portugal

Euromonitor International

July 2024

List Of Contents And Tables

MOBILE PHONES IN PORTUGAL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth recovery for mobile phones

Premiumisation trend continues apace in 2024

Samsung retains its leading position amid increasing competition from Chinese players

PROSPECTS AND OPPORTUNITIES

Volume sales set to decline across the forecast period amid high penetration rates

Further innovation expected as players vie for share

Competitive landscape will remain fragmented in the years ahead

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 PORTUGAL

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

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

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SOURCES

Summary 1 Research Sources

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