

## **Mobile Phones in India**

Industry Report | 2024-07-05 | 44 pages | MarketLine

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### **Report description:**

Mobile Phones in India

#### Summary

Mobile Phones in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The mobile phones market includes mobile phone service revenues and average minutes of usage (MOU). Market values include revenues from mobile service providers and other members of the mobile service value chain for the provision of mobile telephony services, excluding revenues from the sale of devices. Market volumes cover prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up of the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.
- The Indian mobile phones market had total revenues of \$27.7 billion in 2023, representing a compound annual growth rate (CAGR) of 3.7% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 12.8% between 2018 and 2023, to reach a total of 2,452.2 average MOU in 2023.
- In 2023, India captured 9.2% of the Asia-Pacific mobile phones market. The mobile phones market in India is quickly developing.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the mobile phones market in India

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in India
- Leading company profiles reveal details of key mobile phones market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the India mobile phones market with five year forecasts

#### Reasons to Buy

- What was the size of the India mobile phones market by value in 2023?
- What will be the size of the India mobile phones market in 2028?
- What factors are affecting the strength of competition in the India mobile phones market?
- How has the market performed over the last five years?
- What are the main segments that make up India's mobile phones market?

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