

## Mobile Phones in Japan

Market Direction | 2024-08-13 | 18 pages | Euromonitor

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### Report description:

After experiencing a double-digit retail volume decline in 2023, smartphones in Japan is expected to increase slightly in 2024. A significant characteristic of the Japanese market is the high share of iPhones. With a volume share of over 50% in 2023, which is expected to be maintained in 2024, mobile apps often prioritise iOS versions when simultaneous releases for iOS and Android are not possible.

Euromonitor International's Mobile Phones in Japan 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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