

Mobile Phones in Australia

Industry Report | 2025-06-12 | 45 pages | MarketLine

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Report description:

Mobile Phones in Australia

Summary

Mobile Phones in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 Australian mobile phones market recorded revenues of \$9.6 billion in 2024, representing a negative compound annual growth rate (CAGR) of 0.8% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 0.8% between 2019 and 2024, reaching a total of 359.0 average MOU in 2024.
- Australia accounted for 3.2% of the Asia-Pacific mobile phones market in 2024.

Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in Australia
- 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 Australia mobile phones market with five year forecasts

Reasons to Buy

- What was the size of the Australia mobile phones market by value in 2024?
- What will be the size of the Australia mobile phones market in 2029?
- What factors are affecting the strength of competition in the Australia mobile phones market?
- How has the market performed over the last five years?
- What are the main segments that make up Australia's mobile phones market?

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