

Mobile Phones in Europe

Industry Report | 2025-06-12 | 50 pages | MarketLine

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Report description:

Mobile Phones in Europe

Summary

Mobile Phones in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 European mobile phones market recorded revenues of \$149.8 billion in 2024, representing a compound annual growth rate (CAGR) of 0.3% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 0.1% between 2019 and 2024, reaching a total of 8,869.0 average MOU in 2024.
- The UK accounted for 14.9% of the European mobile phones market in 2024, followed closely by Germany with a 14.6% share.

Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in Europe
- 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 Europe mobile phones market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Europe mobile phones market by value in 2024?
- What will be the size of the Europe mobile phones market in 2029?
- What factors are affecting the strength of competition in the Europe mobile phones market?
- How has the market performed over the last five years?
- Who are the top competitors in Europe's mobile phones market?

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