

Mobile Phones in Japan

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Two Japanese players withdraw from smartphones

Apple maintains the leading share thanks to its ecosystem

Sales of smartphones decrease after a spike in 2021

PROSPECTS AND OPPORTUNITIES

Have Apple's price increases gone too far and will hit sales?

What the fall of Japanese brands could mean

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 - Sales of Mobile Phones by Category: Value 2018-2023

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Consumer Electronics in Japan - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-phones-in-japan/report.