

# Mobile Phones in Turkey

July 2023

Table of Contents

## Mobile Phones in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Mobile phones register small volume decline Samsung remains the leading brand in mobile phones Retail unit prices climb in 2023

### PROSPECTS AND OPPORTUNITIES

Mobile phones is anticipated to register positive volume sales growth Foreign brands to continue to focus on local production

Appliances and electronics specialists is predicted to be the leading channel

#### **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 Turkey - 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

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## SOURCES

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