

Mobile Phones in Australia

August 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Apple and Samsung help to sustain demand for new smartphones in 2023 in a challenging economy

Rollout of 5G informing innovation and new product development

Competition heats up as players focus on improved features and more affordable price points

PROSPECTS AND OPPORTUNITIES

Manufacturers and retailers will need to do more to encourage consumers to replace their existing smartphones

Subscription services showing strong potential for leading brands

More sales set to shift online as the offer and quality of service improves

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 Australia - 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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