

# Mobile Phones in Brazil

July 2023

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## Mobile Phones in Brazil - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Mobile phones decreases in both volume and value terms following economic crisis Consumers are searching for more affordable options and keeping phones longer Samsung and Motorola still ahead, but Chinese brands grow

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5G smartphones to continue growing in the forecast period

New generation of consumers searches for more sustainable options

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