Euromonitor International

Mobile Phones in the United Kingdom

September 2025

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Mobile Phones in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest volume growth in 2025
Apple remains the largest company in the category
Retail e-commerce offers consumers a convenient way to compare products

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Smartphone innovation is expected to stimulate growth
Hardware innovation offers brands a way to differentiate themselves
AI, user experience and hardware specifications expected to be the focus of innovation

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