



**Euromonitor
International**

Mobile Phones in Ukraine

August 2025

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2025 DEVELOPMENTS

2025 sees surge in demand for budget and second-hand smartphones

Apple leads overall, with Samsung and Xiaomi remaining key players in specific segments

E-commerce sees further expansion

PROSPECTS AND OPPORTUNITIES

Consumers will remain focused on value for money

Previously premium features increasingly available in economy segment

Practical, purpose-driven and highly consumer-responsive innovation

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