

Mobile Phones in the United Arab Emirates

July 2023

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Mobile Phones in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation trend drives up average unit price Apple and Samsung compete for top premium positioning, while Oppo and Xiaomi appeal to budget consumers E-commerce continues to penetrate mobile phones in 2023

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Shift in consumer spending patterns expected to favour premium brands Players set to compete by focusing on innovation Local market set to witness growing popularity of refurbished smartphones Price set to play a crucial role in driving consumer demand

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