Mobile Phones in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS
Decline in volume sales due to rising popularity of refurbished phones
Innovation and higher retail price points
Growth of second-hand and refurbished sales

PROSPECTS AND OPPORTUNITIES
Projected decrease in volume sales
AI-enabled smartphones to drive innovation
Versatility and multi-functionality as growth opportunities

CATEGORY DATA
Table 1 - Sales of Mobile Phones by Category: Volume 2019-2024
Table 2 - Sales of Mobile Phones by Category: Value 2019-2024
Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
Table 4 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 6 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
Table 8 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
Table 10 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Consumer Electronics in Sweden - Industry Overview

EXECUTIVE SUMMARY
Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA
Table 14 - Sales of Consumer Electronics by Category: Volume 2019-2024
Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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