



**Euromonitor
International**

Mobile Phones in Austria

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Longer replacement cycles and Reparaturbonus impact sales of smartphones

Trend towards greater brand diversity continues

Retail e-commerce continues to win share against other channels

PROSPECTS AND OPPORTUNITIES

Demand for smartphones is expected to stagnate

More opportunities than ever for newer brands to steal share

Domestic specialist in senior-focused mobiles now aims to appeal to younger audiences

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025

Table 2 - Sales of Mobile Phones by Category: Value 2020-2025

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Consumer Electronics in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-phones-in-austria/report.