

Mobile Phones in Norway

August 2022

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2022 DEVELOPMENTS

Robust demand for versatile smartphones as feature phones continue to lose ground

Rising retail price points as consumers look for higher-end models

Longer replacement cycles due to economic uncertainty, regular installation updates and an emotional attachment to higher-end models

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Making it easier to upgrade and replace models to protect volume sales

Subscriptions through telecommunications operators to simplify and smooth the purchasing process

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