

Mobile Phones in Romania

September 2022

Table of Contents

Mobile Phones in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing popularity of smartphones thanks to improving features

Rising costs of raw materials and shipping drive up smartphone prices

Samsung Electronics retains lead while Chinese players continue to gain ground in the category

PROSPECTS AND OPPORTUNITIES

Ongoing premiumisation as Romanians embrace the latest innovation and new technology becomes available

Intensifying competition in smartphones particularly from Chinese brands that appeal to low- and middle-income demographics

Innovation extends to the mid-priced segment as industry players attempt to attract a wider audience with lower priced products

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2017-2022

Table 2 - Sales of Mobile Phones by Category: Value 2017-2022

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

Consumer Electronics in Romania - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2017-2022

Table 15 - Sales of Consumer Electronics by Category: Value 2017-2022

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

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