



# Mobile Phones in Thailand

August 2022

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## Mobile Phones in Thailand - Category analysis

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#### 2022 DEVELOPMENTS

Slowed growth due to several factors, with smartphones rising as feature phones fall

Samsung still leads with broad portfolio

Expansion of 5G promises to push sales in smartphones across Thailand

#### PROSPECTS AND OPPORTUNITIES

Smartphones to see continued growth thanks to investment and innovation while feature phones get left further behind

Unit prices will rise in line with evolving technology, with some polarisation predicted

Players to place more importance on environmental impact of production and products

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