



**Euromonitor  
International**

# Mobile Phones in Chile

July 2024

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## Mobile Phones in Chile - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for smartphones improves following two years of contraction

Further declines for feature phones due to niche target audience

Improvements in functionality, capacity, and access to information are key elements within smartphones

Samsung retains comfortable lead of smartphones despite competition from smaller players

#### PROSPECTS AND OPPORTUNITIES

Emerging brands predicted to gain further share

Social media will continue to increase influence as a vital tool to boost demand for smartphones

Promotional strategies will continue to strongly attract consumers

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mobile-phones-in-chile/report](http://www.euromonitor.com/mobile-phones-in-chile/report).