



Euromonitor  
International

# Mobile Phones in Mexico

July 2024

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## Mobile Phones in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumers view a smartphone as a must-have device  
Constant development of improvements in smartphones to encourage consumption  
Feature phones offer affordable and untraceable devices

#### PROSPECTS AND OPPORTUNITIES

AI integration to develop apace in the forecast period  
Players to continue to develop a premium offer and profile to engender consumer loyalty  
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