



Euromonitor  
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# Mobile Phones in Australia

July 2024

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KEY DATA FINDINGS

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Trading in old models for premium smartphones in inflationary environment  
5G access and larger screens create new standards for smartphones  
Apple and Samsung retain lead due to strong brand loyalty

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