



Mobile Phones in France

July 2024

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Mobile Phones in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mobile phones rebounds well, thanks to positive trends seen in smartphones
Samsung and Apple maintain their leads thanks to strong brand image
Telecom operators increasingly compete with second-hand suppliers such as Backmarket

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A positive performance is expected over the forecast period
Brand developments could be disrupting influences in the mobile phone landscape
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