

Mobile Phones in France

July 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

A positive performance is expected over the forecast period

Brand developments could be disrupting influences in the mobile phone landscape

Retailers evolve to remain competitive towards second-hand tech

CATEGORY DATA

- Table 1 Sales of Mobile Phones by Category: Volume 2019-2024
- Table 2 Sales of Mobile Phones by Category: Value 2019-2024
- Table 3 Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 4 Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 6 NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 7 LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 8 Distribution of Mobile Phones by Channel: % Volume 2019-2024
- Table 9 Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 10 Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 11 Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 13 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Consumer Electronics in France - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

- Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 15 Sales of Consumer Electronics by Category: Value 2019-2024
- Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-phones-in-france/report.