



Mobile Phones in Singapore

July 2024

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Mobile Phones in Singapore - Category analysis

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2024 DEVELOPMENTS

Mobile phones sees volume growth after two years of decline

Apple comfortably leads smartphones

Rising unit prices do not affect demand as much as expected

PROSPECTS AND OPPORTUNITIES

Continued growth as consumers are willing to spend on the latest features

Telecommunications providers likely to be a strong channel for sales

Foldable phones expected to perform well in the market

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