



Mobile Phones in Hong Kong, China

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Smartphone demand starts to stabilise following years of decline
- Foldable smartphones steadily gain relevance as consumers prefer larger screen sizes
- Offline specialists retain dominance of distribution due to local preference to physically inspect mobile phones prior to purchase

PROSPECTS AND OPPORTUNITIES

- Smartphones to continue gaining momentum amid improving economic conditions
- Generative AI to become increasingly prevalent in future phone technology
- Mobile augmented reality set to gain stronger attention

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