



# Mobile Phones in Thailand

July 2023

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## Mobile Phones in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest growth for mobile phones, thanks to continued roll out of 5G technology

Multifunctional nature of smartphones is key growth driver, with rise of cashless transactions and mobile gaming fuelling demand

Samsung faces intensified competition from Chinese players

#### PROSPECTS AND OPPORTUNITIES

Further rollout of 5G networks will fuel development of new services and applications

Foldable smartphones could find their niche

Further polarisation is expected in smartphones

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