

# Mobile Phones in the US

July 2024

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## Mobile Phones in the US - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Manufacturers work to incentivise upgrades and invest in revenue growth from services Foldables see some interest as brands seek differentiation in a mature market Brands continue to face challenges from supply chain disruption and inflation

## PROSPECTS AND OPPORTUNITIES

Stable, moderate growth expected for smartphones over the forecast period

Brands invest in integrating Al into smartphones to elevate the user experience

Leading brands likely to retain their rankings amidst growing competition from Chinese brands

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