

# Mobile Phones in Australia

August 2023

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## Mobile Phones in Australia - Category analysis

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Apple and Samsung help to sustain demand for new smartphones in 2023 in a challenging economy

Rollout of 5G informing innovation and new product development

Competition heats up as players focus on improved features and more affordable price points

#### PROSPECTS AND OPPORTUNITIES

Manufacturers and retailers will need to do more to encourage consumers to replace their existing smartphones

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