

# Mobile Phones in France

July 2023

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## Mobile Phones in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mobile phones sees small positive value gains, with volume slumps being one of the least severe across consumer electronics

Samsung and iPhone maintain their competitive top brand places, while third-placed Xiaomi grows its brand shares

E-commerce remains a strong channel for mobile phones, due to convenience

#### PROSPECTS AND OPPORTUNITIES

Refurbished models slow down replacement sales and lower the volume on new mobile phones

As market penetration is close to saturation, players fight for market share and value growth

Telecoms companies selling phone plans will continue to be key sales agents, while e-commerce will also remain strong

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