

Mobile Phones in Romania

August 2023

Table of Contents

Mobile Phones in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smartphones reaching maturity in Romania with value growth backed by inflation and premiumisation

Apple takes a bigger bite of the share in smartphones in Romania

Local players look to compete on performance as well as price

PROSPECTS AND OPPORTUNITIES

A shift towards premium devices is expected to be seen

Longer lifespan predicted for mobile phones as consumers focus on sustainability

Social media and mobile commerce likely to be highly relevant for smartphones

CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 - Sales of Mobile Phones by Category: Value 2018-2023

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Consumer Electronics in Romania - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

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