

# Mobile Phones in Greece

July 2023

Table of Contents

## Mobile Phones in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Constant value increase despite volume decline  
Competitive landscape becoming more consolidated  
Significant trade in second-hand phones

#### PROSPECTS AND OPPORTUNITIES

Muted volume growth for smartphones over forecast period  
Trade in second-hand phones continues to grow  
Premium smartphone models drive growth

#### 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 Greece - 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

### DISCLAIMER

### SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mobile-phones-in-greece/report](http://www.euromonitor.com/mobile-phones-in-greece/report).