

# Mobile Phones in Norway

August 2023

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## Mobile Phones in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Even mobile phones sees a marginal volume decline, due to longer product lifecycles

Higher retail price points also affect mobile phones, although consumers are willing to pay more for desired models

Sustainability trends have a strong impact on mobile phones

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Challenges ahead due to maturity of category and associated trends

Higher prices driven by inflationary pressures and premiumisation

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