

# Mobile Phones in Singapore

July 2024

Table of Contents

## Mobile Phones in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Mobile phones sees volume growth after two years of decline

Apple comfortably leads smartphones

Rising unit prices do not affect demand as much as expected

#### PROSPECTS AND OPPORTUNITIES

Continued growth as consumers are willing to spend on the latest features

Telecommunications providers likely to be a strong channel for sales

Foldable phones expected to perform well in the market

#### CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 2 - Sales of Mobile Phones by Category: Value 2019-2024

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## Consumer Electronics in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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### SOURCES

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