

# Mobile Phones in Taiwan

August 2023

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# Mobile Phones in Taiwan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Lack of new product development, shrinking consumer confidence and longer replacement cycles lead to ongoing decline for smartphones, while feature phones continue their downward slide

Apple's iPhone retains its lead, thanks to high brand stickiness

Telco-operated stores remain most important retail channel

#### PROSPECTS AND OPPORTUNITIES

Chinese players to gain traction

Growth of digital payment systems will further consolidate value growth in smartphones

Feature phones will continue to fall as seniors shift to smartphones

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