

Mobile Phones in Romania

August 2023

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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

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