

# Mobile Phones - Spain

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## Abstracts

The arrival of the iPhone – which was launched in 2008 – has been a revolution in Spain due to the great impact of this phone among Spaniards. Apple Computer España SA has achieved a share of more than 2% with only one model. Moreover, only one company (Movistar, Telefónica) has the exclusivity to sell the iPhone in Spain, which has increased the difficulty involved in buying it.

Euromonitor International's Mobile Phones in Spain report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Analogue Camcorders , Analogue Cameras , Digital Camcorders, Digital Cameras, E-Book, HD Camcorders, Other Portable Media Players, Photo Printers, Portable MP3 Players, Portable Multimedia Players, Portable Video Players.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Mobile Phones market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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