

# Latin America, Middle East & Africa Mobile Phone Accessories Market (2017 - 2023)

<https://marketpublishers.com/r/L98B3C3C4ADEN.html>

Date: June 2017

Pages: 79

Price: US\$ 1,500.00 (Single User License)

ID: L98B3C3C4ADEN

## Abstracts

From power banks to phone cases, there are various kinds of mobile phone accessories available in the market. Mobile phone accessories are made up of software or hardware which increases the appearances and functionality of mobile phones. A well picked accessory could enhance the usability of the mobile phones. Mobile phone accessories can be used for various functions, such as accessing web, capturing images, listening to music, storing data, phone charging and so on. From design to protection, accessories such as batteries, power banks, cables, and chargers solve many day to day concerns of the consumers. Other products such as phone cases, portable chargers, Bluetooth speakers, car docks, camera lens, memory cards, selfie sticks and others are also trending accessories today. These products are high on demand due to their functionalities; for example, phone cases and mobile skins protect phones from scratches or cuts.

Growing sales volume of smartphones has driven the demand for power banks. Most of the smartphones come with limited battery backup. A power bank is essential for such devices. Additionally, smart phone protective cases have also boosted the demand for smart phone accessories. Market participants have adopted the strategy of launching new products with cheaper prices, which has led to incased sales of the mobile phone accessories.

Based on the Price Ranges, the Mobile Phone Accessories market is segmented into Mid-Range, Low Range, and Premium Range. Based on the Sales Channels, the market is segmented into Multi-Brand Store, Single-Brand Store, and Online Store. Based on Product Types, the market is segmented into Mobile Cases, Earphones & Headphones, Battery & Charger, Portable Speakers, Memory Cards, Power Banks, and Others.

Based on Country, Mobile Phone Accessories market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of Latin America, Middle East & Africa (LAMEA). Brazil remained the dominant Country in the Latin America, Middle East and Africa Mobile Phone Accessories market in 2016.

The report covers the analysis of key stake holders of the Mobile Phone Accessories market. Key companies profiled in the report include Sony Corporation, Samsung Electronics Co. Ltd., Apple Inc., Jvc Kenwood Corporation, Panasonic Corporation, Energizer Holdings Inc., Bose Corporation, and Sennheiser Electronic GmbH & Co. KG.

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