

# Australia Mobile Phones - Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/A839D20E3E29EN.html>

Date: February 2022

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: A839D20E3E29EN

## Abstracts

Australia Mobile Phones - Market Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Mobile Phones in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Mobile Phones market includes mobile phone service revenues and average minutes of use (MOU). Market values are made up of total mobile revenues containing revenues from mobile service providers and other members of the mobile service value-chain for the provision of mobile telephony services, excluding revenues from the sale of devices. Market volumes are made up of two segments: prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up from the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.

The Australian mobile phones market had total revenues of \$9.6 billion in 2021, representing a compound annual rate of change (CARC) of -3.9% between 2016 and 2021.

Market consumption volume increased with a CAGR of 2.2% between 2016 and 2021, to reach a total of 610.6 average MOU in 2021.

The Australian mobile phones market has saturated due to the high penetration of smartphones in the country.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the mobile phones market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in Australia

Leading company profiles reveal details of key mobile phones market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia mobile phones market with five year forecasts

## REASONS TO BUY

What was the size of the Australia mobile phones market by value in 2021?

What will be the size of the Australia mobile phones market in 2026?

What factors are affecting the strength of competition in the Australia mobile phones market?

How has the market performed over the last five years?

How large is Australia's mobile phones market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET OUTLOOK**

- 4.1. Market value forecast
- 4.2. Market volume forecast

### **5 FIVE FORCES ANALYSIS**

- 5.1. Summary
- 5.2. Buyer power
- 5.3. Supplier power
- 5.4. New entrants
- 5.5. Threat of substitutes
- 5.6. Degree of rivalry

### **6 COMPETITIVE LANDSCAPE**

- 6.1. Who are the leading players?
- 6.2. What strategies do leading players follow?

6.3. Have there been any significant mergers or acquisitions in recent years?

## **7 COMPANY PROFILES**

7.1. Telstra Corporation Limited

7.2. Singtel Optus Pty Ltd

7.3. Vodafone Hutchison Australia Pty Ltd

## **8 MACROECONOMIC INDICATORS**

8.1. Country data

## **9 APPENDIX**

9.1. Methodology

9.2. Industry associations

9.3. Related MarketLine research

9.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Australia mobile phones market value: \$ billion, 2017–21
- Table 2: Australia mobile phones market volume: Average MOU, 2017–21
- Table 3: Australia mobile phones market value forecast: \$ billion, 2021–26
- Table 4: Australia mobile phones market volume forecast: Average MOU, 2021–26
- Table 5: Telstra Corporation Limited: key facts
- Table 6: Telstra Corporation Limited: Annual Financial Ratios
- Table 7: Telstra Corporation Limited: Key Employees
- Table 8: Singtel Optus Pty Ltd: key facts
- Table 9: Singtel Optus Pty Ltd: Key Employees
- Table 10: Vodafone Hutchison Australia Pty Ltd: key facts
- Table 11: Vodafone Hutchison Australia Pty Ltd: Key Employees
- Table 12: Australia size of population (million), 2017–21
- Table 13: Australia gdp (constant 2005 prices, \$ billion), 2017–21
- Table 14: Australia gdp (current prices, \$ billion), 2017–21
- Table 15: Australia inflation, 2017–21
- Table 16: Australia consumer price index (absolute), 2017–21
- Table 17: Australia exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Australia mobile phones market value: \$ billion, 2017–21

Figure 2: Australia mobile phones market volume: Average MOU, 2017–21

Figure 3: Australia mobile phones market value forecast: \$ billion, 2021–26

Figure 4: Australia mobile phones market volume forecast: Average MOU, 2021–26

Figure 5: Forces driving competition in the mobile phones market in Australia, 2021

Figure 6: Drivers of buyer power in the mobile phones market in Australia, 2021

Figure 7: Drivers of supplier power in the mobile phones market in Australia, 2021

Figure 8: Factors influencing the likelihood of new entrants in the mobile phones market in Australia, 2021

Figure 9: Factors influencing the threat of substitutes in the mobile phones market in Australia, 2021

Figure 10: Drivers of degree of rivalry in the mobile phones market in Australia, 2021

## I would like to order

Product name: Australia Mobile Phones - Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/A839D20E3E29EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A839D20E3E29EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

