

Australia Mobile Phones Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/A0CBDA666127EN.html>

Date: March 2023

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: A0CBDA666127EN

Abstracts

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SUMMARY

Mobile Phones in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). 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 \$9.4 billion in 2022, representing a negative compound annual growth rate (CAGR) of 3.6% between 2017 and 2022.

Market consumption volume grew with a CAGR of 3.4% between 2017 and 2022, to reach a total of 659.5 average MOU in 2022.

In Q1 2022, the market shrank due to delay in product launches, propelled by continuous component shortages, increased inflation, and low consumer confidence.

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 by both value and volume

REASONS TO BUY

What was the size of the Australia mobile phones market by value in 2022?

What will be the size of the Australia mobile phones market in 2027?

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?

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