

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

<https://marketpublishers.com/r/I74721C6E1CFEN.html>

Date: February 2022

Pages: 38

Price: US\$ 350.00 (Single User License)

ID: I74721C6E1CFEN

Abstracts

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

SUMMARY

Mobile Phones in Italy 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 Italian mobile phones market had total revenues of \$14.1 billion in 2021, representing a compound annual rate of change (CARC) of -3.1% between 2016 and 2021.

Market consumption volume increased with a CAGR of 4.4% between 2016 and

2021, to reach a total of 1,183.6 Average MOU in 2021.

The Italian 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, major segments, and leading players in the mobile phones market in Italy

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

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 Italy mobile phones market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Italy's mobile phones market?

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. Telecom Italia S.p.A.

7.2. Vodafone Group Plc

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: Italy mobile phones market value: \$ billion, 2017–21
- Table 2: Italy mobile phones market volume: Average MOU, 2017–21
- Table 3: Italy mobile phones market value forecast: \$ billion, 2021–26
- Table 4: Italy mobile phones market volume forecast: Average MOU, 2021–26
- Table 5: Telecom Italia S.p.A.: key facts
- Table 6: Telecom Italia S.p.A.: Annual Financial Ratios
- Table 7: Telecom Italia S.p.A.: Key Employees
- Table 8: Telecom Italia S.p.A.: Key Employees Continued
- Table 9: Vodafone Group Plc: key facts
- Table 10: Vodafone Group Plc: Annual Financial Ratios
- Table 11: Vodafone Group Plc: Key Employees
- Table 12: Italy size of population (million), 2017–21
- Table 13: Italy gdp (constant 2005 prices, \$ billion), 2017–21
- Table 14: Italy gdp (current prices, \$ billion), 2017–21
- Table 15: Italy inflation, 2017–21
- Table 16: Italy consumer price index (absolute), 2017–21
- Table 17: Italy exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

I would like to order

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

Product link: <https://marketpublishers.com/r/I74721C6E1CFEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I74721C6E1CFEN.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