

Mobile Phones BRIC (Brazil, Russia, India, China) Industry Guide 2015-2024

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Abstracts

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SUMMARY

The BRIC Mobile Phones industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the BRIC mobile phones market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the mobile phones industry and had a total market value of \$209.3 billion in 2019. China was the fastest growing country with a CAGR of 3.7% over the 2015-19 period.

Within the mobile phones industry, China is the leading country among the BRIC nations with market revenues of \$153.3 billion in 2019. This was followed by India, Brazil and Russia with a value of \$25.0, \$16.8, and \$14.3 billion, respectively.

China is expected to lead the mobile phones industry in the BRIC nations with a

value of \$165.0 billion in 2024, followed by India, Brazil, Russia with expected values of \$30.6, \$17.1 and \$13.8 billion, respectively.

SCOPE

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

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

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

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

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

REASONS TO BUY

What was the size of the BRIC mobile phones market by value in 2019?

What will be the size of the BRIC mobile phones market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up the BRIC mobile phones market?

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COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

LG Electronics, Inc.

Lenovo Group Limited

Huawei Technologies Co Ltd
Micromax Informatics Ltd

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