

Mobile Phones in Europe - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Mobile Phones in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 European mobile phones market had total revenues of \$150.4bn in 2020, representing a compound annual rate of change (CARC) of -1.2% between 2016 and 2020.

Market consumption volume increased with a compound annual growth rate (CAGR) of 3.3% between 2016 and 2020, to reach a total of 489.4 Average MOU in 2020.

Post-paid had the highest volume in the European mobile phones market in 2020, with a total of 388.5 Average MOU, equivalent to 79.4% of the market's overall volume.

SCOPE

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

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

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 Europe mobile phones market with five year forecasts

REASONS TO BUY

What was the size of the Europe mobile phones market by value in 2020?

What will be the size of the Europe mobile phones market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Europe'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. Geography segmentation
- 1.6. Market rivalry
- 1.7. 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 SEGMENTATION

- 4.1. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. Have there been any market disruptors in recent years?

8 COMPANY PROFILES

- 8.1. Vodafone Group Plc
- 8.2. Telefonica, S.A.
- 8.3. Deutsche Telekom AG
- 8.4. Orange SA

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Europe mobile phones market value: \$ billion, 2016-20
- Table 2: Europe mobile phones market volume: Average MOU, 2016-20
- Table 3: Europe mobile phones market geography segmentation: \$ billion, 2020
- Table 4: Europe mobile phones market value forecast: \$ billion, 2020-25
- Table 5: Europe mobile phones market volume forecast: Average MOU, 2020-25
- Table 6: Vodafone Group Plc: key facts
- Table 7: Vodafone Group Plc: Annual Financial Ratios
- Table 8: Vodafone Group Plc: Key Employees
- Table 9: Telefonica, S.A.: key facts
- Table 10: Telefonica, S.A.: Annual Financial Ratios
- Table 11: Telefonica, S.A.: Key Employees
- Table 12: Telefonica, S.A.: Key Employees Continued
- Table 13: Deutsche Telekom AG: key facts
- Table 14: Deutsche Telekom AG: Annual Financial Ratios
- Table 15: Deutsche Telekom AG: Key Employees
- Table 16: Deutsche Telekom AG: Key Employees Continued
- Table 17: Orange SA: key facts
- Table 18: Orange SA: Annual Financial Ratios
- Table 19: Orange SA: Key Employees
- Table 20: Orange SA: Key Employees Continued
- Table 21: Europe size of population (million), 2016-20
- Table 22: Europe gdp (constant 2005 prices, \$ billion), 2016-20
- Table 23: Europe gdp (current prices, \$ billion), 2016-20
- Table 24: Europe inflation, 2016-20
- Table 25: Europe consumer price index (absolute), 2016-20
- Table 26: Europe exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Europe mobile phones market value: \$ billion, 2016-20

Figure 2: Europe mobile phones market volume: Average MOU, 2016-20

Figure 3: Europe mobile phones market geography segmentation: % share, by value, 2020

Figure 4: Europe mobile phones market value forecast: \$ billion, 2020-25

Figure 5: Europe mobile phones market volume forecast: Average MOU, 2020-25

Figure 6: Forces driving competition in the mobile phones market in Europe, 2020

Figure 7: Drivers of buyer power in the mobile phones market in Europe, 2020

Figure 8: Drivers of supplier power in the mobile phones market in Europe, 2020

Figure 9: Factors influencing the likelihood of new entrants in the mobile phones market in Europe, 2020

Figure 10: Factors influencing the threat of substitutes in the mobile phones market in Europe, 2020

Figure 11: Drivers of degree of rivalry in the mobile phones market in Europe, 2020

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