

Mobile Phones in Russia

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Abstracts

Mobile Phones in Russia

SUMMARY

Mobile Phones in Russia industry profile provides top%li%line qualitative and quantitative summary information including: market size (value and volume 2015%li%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.

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%li%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 Russian mobile phones market had total revenues of \$14.3bn in 2019, representing a compound annual rate of change (CARC) of - 0.7% between 2015 and 2019.

Postpaid had the highest volume in the Russian mobile phones market in 2019,

with a total of 395.5 average MOU, equivalent to 54.8% of the market's overall volume.

Market consumption has fallen a faster rate than market value suggesting that Russian demand for mobile phones has fallen rather than being attributed to consumers buying cheaper phones.

SCOPE

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

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

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 Russia mobile phones market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

Huawei Technologies Co Ltd

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