

# Mobile Phones in South Korea - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Mobile Phones in South Korea 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 South Korean mobile phones market had total revenues of \$20.4bn in 2020, representing a compound annual rate of change (CARC) of -1.1% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.1% between 2016 and 2020, to reach a total of 641.9 Average MOU in 2020.

Post-paid had the highest volume in the South Korean mobile phones market in 2020, with a total of 403.5 Average MOU, equivalent to 62.9% of the market's overall volume.

## **SCOPE**

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

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

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 South Korea mobile phones market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

How large is South Korea's mobile phones market in relation to its regional counterparts?

## 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?

## **8 COMPANY PROFILES**

- 8.1. SK Telecom Co., Ltd.
- 8.2. KT Corporation
- 8.3. LG Uplus Corp

## **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: South Korea mobile phones market value: \$ billion, 2016-20
- Table 2: South Korea mobile phones market volume: Average MOU, 2016-20
- Table 3: South Korea mobile phones market geography segmentation: \$ billion, 2020
- Table 4: South Korea mobile phones market value forecast: \$ billion, 2020-25
- Table 5: South Korea mobile phones market volume forecast: Average MOU, 2020-25
- Table 6: SK Telecom Co., Ltd.: key facts
- Table 7: SK Telecom Co., Ltd.: Annual Financial Ratios
- Table 8: SK Telecom Co., Ltd.: Key Employees
- Table 9: KT Corporation: key facts
- Table 10: KT Corporation: Annual Financial Ratios
- Table 11: KT Corporation: Key Employees
- Table 12: KT Corporation: Key Employees Continued
- Table 13: KT Corporation: Key Employees Continued
- Table 14: KT Corporation: Key Employees Continued
- Table 15: LG Uplus Corp: key facts
- Table 16: LG Uplus Corp: Annual Financial Ratios
- Table 17: LG Uplus Corp: Key Employees
- Table 18: South Korea size of population (million), 2016-20
- Table 19: South Korea gdp (constant 2005 prices, \$ billion), 2016-20
- Table 20: South Korea gdp (current prices, \$ billion), 2016-20
- Table 21: South Korea inflation, 2016-20
- Table 22: South Korea consumer price index (absolute), 2016-20
- Table 23: South Korea exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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