

# Mobile Phones in Australia

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## Abstracts

Mobile Phones in Australia

### Summary

Mobile Phones in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). 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 usage (MOU). Market values include 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 cover prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up of the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.

The Australian mobile phones market had total revenues of \$9.1 billion in 2023, representing a negative compound annual growth rate (CAGR) of 2.4% between 2018 and 2023.

Market consumption volumes declined with a negative CAGR of 5.6% between 2018 and 2023, to reach a total of 427.0 average MOU in 2023.

Consolidation is hindering market growth as dominant players prioritize

maintaining their market share over aggressive expansion.

## Scope

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

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

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 Australia mobile phones market with five year forecasts

## Reasons to Buy

What was the size of the Australia mobile phones market by value in 2023?

What will be the size of the Australia mobile phones market in 2028?

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

How has the market performed over the last five years?

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

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