

# Mobile Phones in Japan

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## Abstracts

Mobile Phones in Japan

### SUMMARY

Mobile Phones in Japan 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 Japanese mobile phones market had total revenues of \$70.4bn in 2019, representing a compound annual growth rate (CAGR) of 5.4% between 2015 and 2019.

Postpaid had the highest volume in the Japanese mobile phones market in

2019, with a total of 118.3 average MOU, equivalent to 65.4% of the market's overall volume.

Growth is driven by a strong desire and tendency amongst Japanese buyers to purchase the latest technological gadgets and equipment.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

Sony Network Communications Inc.

Lenovo Group Limited

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