

## Mobile Phone Retailing - UK - January 2012

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“The mobile phone sector must change. Technology is moving on and the distinction between a mobile phone and other digital products is becoming more and more blurred. A mobile phone now has so many functions that it can no longer be viewed in isolation and it is just one of many products that people use to communicate with each other. That means that there is less and less need for a specialist phone shop the future lies with retailers who understand that they are selling communication products.”

– Richard Perks, Director of Retail Research

### In this report we answer the key questions:

- So what's the future for the mobile phone?
- What are the implications for mobile phone retailers?
- Convergence – when is a mobile phone not a mobile phone?
- So what can mobile phone retailers do about convergence?
- What is the future for the mobile phone shop?

The mobile phone sector faces problems of slowing technological development and far too many stores. These are the classic symptoms of maturity and we see parallels with the PC market, which has had to cope with similar problems over the last five years. Replacement cycles will be pushed out and Sim-only contracts will break the link between handsets and contracts. The next few years will be tough for mobile phone retailers and the weak economic environment can only make matters worse.

The focus of this report is mobile phone retailing and it focuses on the sale of equipment, contracts and accessories through specialist retailers.

#### The report covers:

Standard contract or post-pay subscription packages  
 Sim-only  
 Pre-pay/pay-as-you-go packages  
 Bluetooth  
 HSDPA  
 MMS (Multimedia Messaging Service)  
 MVNO (Mobile Virtual Network Operator)  
 Network operators  
 Service providers  
 SIM (Subscriber Identity Module)  
 UMTS/3G (Universal Mobile Technology Service)  
 VoIP (Voice over Internet Protocol)  
 WAP (Wireless Application Protocol)

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