

Mobile Phones - UK - April 2018

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"The trend towards full-screen displays and larger screens has seen prices for flagship smartphones grow considerably, motivating many people to keep their smartphones longer."

- Adrian Reynolds, Consumer Technology Analyst

This report looks at the following areas:

- Can innovations still entice consumers to upgrade regularly?
- Insurance and screen replacement plans gain importance as prices rise

With extended battery life a priority for consumers, incremental updates and minor innovations are proving insufficient in driving regular upgrades. A large proportion of people are buying phones outright to find cheaper, more flexible contracts with network providers. To accommodate this trend in the face of rising flagship smartphone prices, trade-in schemes and upgrade programmes will become increasingly important.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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