

Mobile Phones - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Consumers think the latest top smartphones are out of their price range and are less likely to upgrade their devices because of it. Manufacturers are aiming to offer better innovation and value for money through punch-hole displays and improved cameras. They will also be hoping 5G can help to boost the market.”

– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- Charging cases could play bigger role as consumers still demand longer battery life
- Smartphone prices could drive consumers to second hand or refurbished handsets

In the early stages, foldable devices will have a limited audience due to the price and initial scepticism as to how long the hinge mechanisms will last with everyday wear and tear. Potential purchasers will essentially be people who want to be at the forefront of the latest technology no matter what, and are prepared to deal with the inevitable early teething problems that come with new product categories.

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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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 Smartphone prices hindering the market
 Manufacturers hope 5G will push sales
 Manufacturers innovate with notch-less displays
 Foldable phones enter the market

Market Size and Forecast

Market dips amid SIM-only growth and rising phone prices

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