

# **Mobile Phones in South Africa**

August 2023

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#### Mobile Phones in South Africa - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Increased demand for larger screen sizes Consumers seek to purchase devices with added functionalities Smartphones benefit from growth in demand for smart home devices

## PROSPECTS AND OPPORTUNITIES

Consumer shift towards more environmentally-sustainable products Tough economic conditions will lead to sustained demand for value-for-money products Shift towards online sales

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# Consumer Electronics in South Africa - Industry Overview

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