



Euromonitor
International

Mobile Phones in South Korea

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Mobile Phones in South Korea - Category analysis

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2024 DEVELOPMENTS

Positive performance for smartphones, despite high degree of saturation

Rising preference for iPhones amongst younger generations

Galaxy phones remain popular amongst a range of demographics but marketing of devices to children could damage brand perception

PROSPECTS AND OPPORTUNITIES

Decline in sales of smartphones, as market becomes increasingly saturated

Samsung will seek to retain its dominance through various initiatives, including ecosystem compatibility and the targeting of younger consumers

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