



**Euromonitor  
International**

# Mobile Phones in the United Kingdom

September 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Modest volume growth in 2025

Apple remains the largest company in the category

Retail e-commerce offers consumers a convenient way to compare products

### PROSPECTS AND OPPORTUNITIES

Smartphone innovation is expected to stimulate growth

Hardware innovation offers brands a way to differentiate themselves

AI, user experience and hardware specifications expected to be the focus of innovation

### CATEGORY DATA

Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025

Table 2 - Sales of Mobile Phones by Category: Value 2020-2025

Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025

Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025

Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025

Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025

Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025

Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025

Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030

Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030

Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030

Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

## Consumer Electronics in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

### MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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### SOURCES

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