



Mobile Phones in Germany

March 2026

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Mobile Phones in Germany - Category analysis

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2025 DEVELOPMENTS

Decreasing financial insecurity starts to positively impact sales of mobile phones
The competitive environment continues to be dominated by established brands
Retail e-commerce grows as appliances and electronics specialists are repurposed

PROSPECTS AND OPPORTUNITIES

Forecast period to be characterised by economic recovery, innovation, and sustainability regulations
Feature phones expected to become obsolete, while control over apps and notifications to be introduced in new smartphones to fill the gap
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