



**Euromonitor
International**

Mobile Phones in Sweden

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume growth is tempered by the expansion of the second-hand market
Samsung Electronics Nordic AB leads while OnePlus drives growth through local partnerships
Omnichannel strategies support retail e-commerce leadership in mobile phones

PROSPECTS AND OPPORTUNITIES

High retail prices and second-hand growth is set to negatively impact mobile phone sales
AI integration is expected to drive future innovation and premium positioning in smartphones
A focus on versatility and multi-functionality could support sales of smartphones

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