



Mobile Phones in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sluggish sales due to market saturation and the rise of refurbished models

Samsung maintains strong lead thanks to ongoing innovation and strong brand trust

Retail e-commerce takes over from appliances and electronics specialist to become the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Flat-positive volume sales expected, suppressed by the popularity of refurbished smartphones and declining interest in feature phones

Innovations will focus on enhancing convenience for consumers

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