



# Mobile Phones in Austria

March 2026

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## Mobile Phones in Austria - Category analysis

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Longer replacement cycles and Reparaturbonus impact sales of smartphones

Trend towards greater brand diversity continues

Retail e-commerce continues to win share against other channels

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Demand for smartphones is expected to stagnate

More opportunities than ever for newer brands to steal share

Domestic specialist in senior-focused mobiles now aims to appeal to younger audiences

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