



# Mobile Phones in Australia

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI engagement and 5G access reshape consumer priorities in Australia  
Apple and Samsung dominate despite mounting competition for Chinese brands  
Omnichannel distribution strategies becoming a key tool in the purchase journey

PROSPECTS AND OPPORTUNITIES

AI adoption and competitive offers set to encourage consumers to upgrade  
Display innovation will redefine the next era of smartphones.  
Gaming smartphones mix high-tech features with lifestyle benefits

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 Australia - 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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