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Mobile Phones in Spain

Published on December 2005

Report Summary

Datamonitor's Mobile Phones in Spain industry profile is an essential resource for top-level data and analysis covering the mobile phones industry. It includes detailed data on market size and segmentation, plus textual analysis of the key trends and competitive landscape, demographic information, and descriptions of the leading companies.

Scope

- * Contains an executive summary and data on value, volume and segmentation
- * Provides textual analysis of the industry's prospects, competitive landscape and leading companies
- * Includes a five-year forecast of the industry
- * Supported by the key macroeconomic and demographic data affecting the market

Why you should buy this report

- * Spot future trends and developments
- * Inform your business decisions
- * Add weight to presentations and marketing materials
- * Save time carrying out entry-level research

Market Definition

The mobile phone market consists of all analogue and digital handsets used for mobile telephony. Market volumes for a given year are defined as the number of shipments to end-users, including both new uptake and renewal purchases. Market values are given at retail selling price (RSP). Any currency conversions used in the creation of this report have been calculated using constant 2004 annual average exchange rates.

For the purpose of these reports, Europe is defined as Belgium, France, Germany, Italy, the Netherlands, Spain, and the United Kingdom.

Asia-Pacific is defined as China, India, and Japan.

The global market is defined as Asia-Pacific, Europe, Canada and the United States.

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