



Euromonitor
International

Mobile Phones in the Czech Republic

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Mobile phone sales grow, driven by the wider adoption of smartphones
Samsung Electronics Czech & Slovak sro continues to lead as Xiaomi grows and Google Pixel gains traction
Distribution patterns remain largely unchanged as retail e-commerce leads sales

PROSPECTS AND OPPORTUNITIES

AI innovation and mobile gaming are set to support modest growth in smartphone sales
New product launches are likely to drive demand for mobile phones over the forecast period
EU regulations and circular initiatives will shape the future of smartphones

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