



**Euromonitor  
International**

# Mobile Phones in the Netherlands

July 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Smartphone sales drive growth in mobile phones while feature phones record a decline

Apple Computer Benelux BV continues to lead while Samsung Electronics Nederland BV drives dynamic growth in 2025

Retail e-commerce leads mobile phone sales while experiential stores enhance customer engagement

#### PROSPECTS AND OPPORTUNITIES

Smartphone replacement is set to support growth while refurbished models become a threat

Foldables and on-device AI are expected to influence smartphones over the forecast period

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