



Euromonitor
International

Mobile Phones in Singapore

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of smartphones dip slightly, as consumers are cautious and wait for more significant upgrades

Apple maintains its lead, while Chinese brands expand their reach

Retail e-commerce sees dynamic growth, but omnichannel strategies are important

PROSPECTS AND OPPORTUNITIES

Cautious optimism amid economic headwinds will drive slow growth

Foldables and AI will push the frontiers of innovation

Design, battery life, and ecosystem will define the next wave of innovation

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