

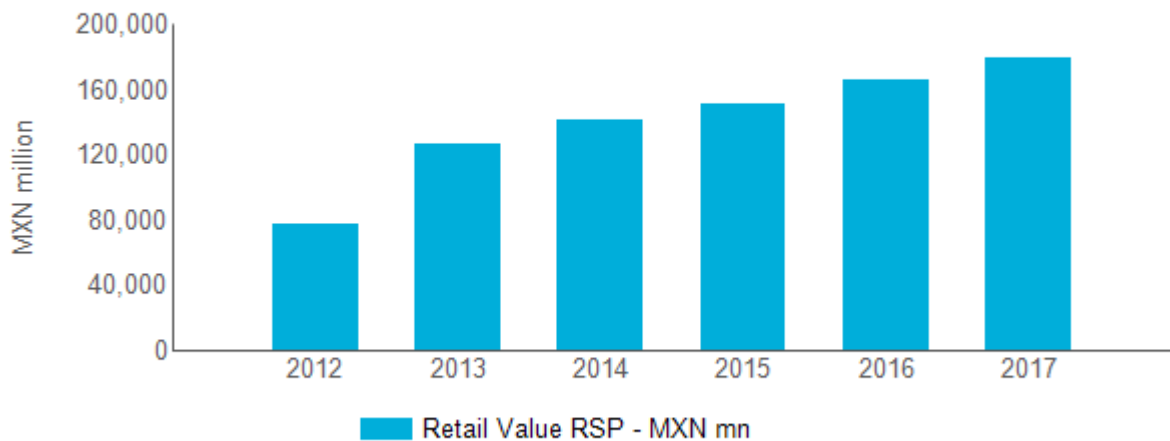
# MOBILE PHONES IN MEXICO

17 Aug 2017

## HEADLINES

- Mobile phones experiences a strong positive trend with 45.7 million smartphones sold, representing 4% retail growth in 2017
- In 2017, feature phones declines by 25% in retail volume terms, falling to 5.9 million units, as consumers switch from feature phones to smartphones for Facebook and WhatsApp
- Mobile phones to record a 2% retail volume CAGR over the forecast period, driven by smartphones (4% retail volume CAGR), being used mostly to access the internet and interact on social media

## Market Size Mobile Phones - Mexico 2012 - 2017

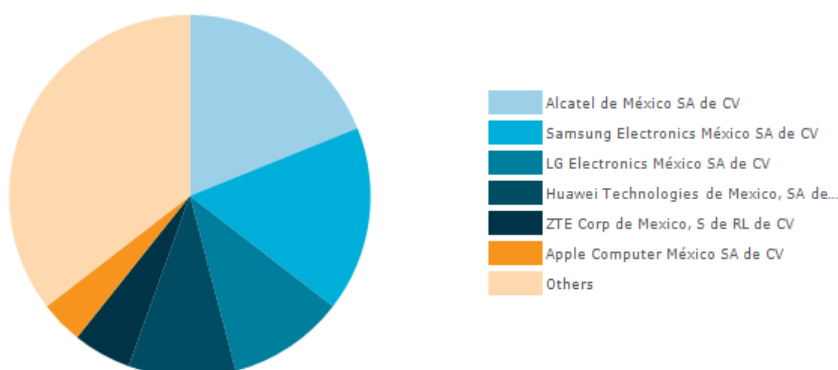


Source: Passport by Euromonitor International

## COMPETITIVE LANDSCAPE

- Feature phones are mostly sold in prepaid plans at convenience stores. Alcatel remained as the leading brand with a 19% retail volume share of mobile phones with remaining shares being fragmented; small, low-cost brands under “others” held a 72% retail volume share.
- Smartphones is more competitive than feature phones with several strong brands such as Samsung, Alcatel and LG.

## Company Shares (by National Brand Owner) Mobile Phones - Mexico - Retail Volume - % 2017



Source: Passport by Euromonitor International

## NATIONAL BRAND OWNERS AND THEIR BRANDS

Company Name (NBO)	Brand (GBO)
Acer Computer México SA de CV	Acer (Acer Inc)
Alcatel de México SA de CV	Alcatel (TCL Corp)
Apple Computer México SA de CV	iPhone (Apple Inc)
Asus México SA de CV	Asus (AsusTek Computer Inc)
BlackBerry Ltd	Blackberry (BlackBerry Ltd)
Corporativo Lanix SA de CV	Lanix (Corporativo Lanix SA de CV)
HTC Corp	HTC (HTC Corp)
Huawei Technologies de Mexico, SA de CV	Huawei (Huawei Technologies Co Ltd)
LG Electronics México SA de CV	LG (LG Corp)
M4 Tel	M4 (M4 Tel)
Microsoft México SA de CV	Nokia (Nokia Corp)
Motorola de México SA de CV	Motorola (Lenovo Group Ltd)
Samsung Electronics México SA de CV	Samsung (Samsung Corp)
Sony Electrónicos de México SA de CV	Sony (Sony Corp)
ZTE Corp de Mexico, S de RL de CV	ZTE (ZTE Corp)

Source: Passport by Euromonitor International

## DEFINITIONS AND METHODOLOGY

### Mobile Phones

Any device capable of telecommunication over a cellular network of base stations. Mobile phones can come with functions including camera, video and internet access.

### Methodology

This report is derived from Euromonitor International's Passport information system. Industry research is carried out by a global team of more than 600 in-country analysts and is based on a core set of research techniques:

- National-level desk research, company research and analysis, store checking, trade interviewing with national players and market analysis
- International-level desk research, multinational company research and analysis, trade interviewing with international players and market analysis