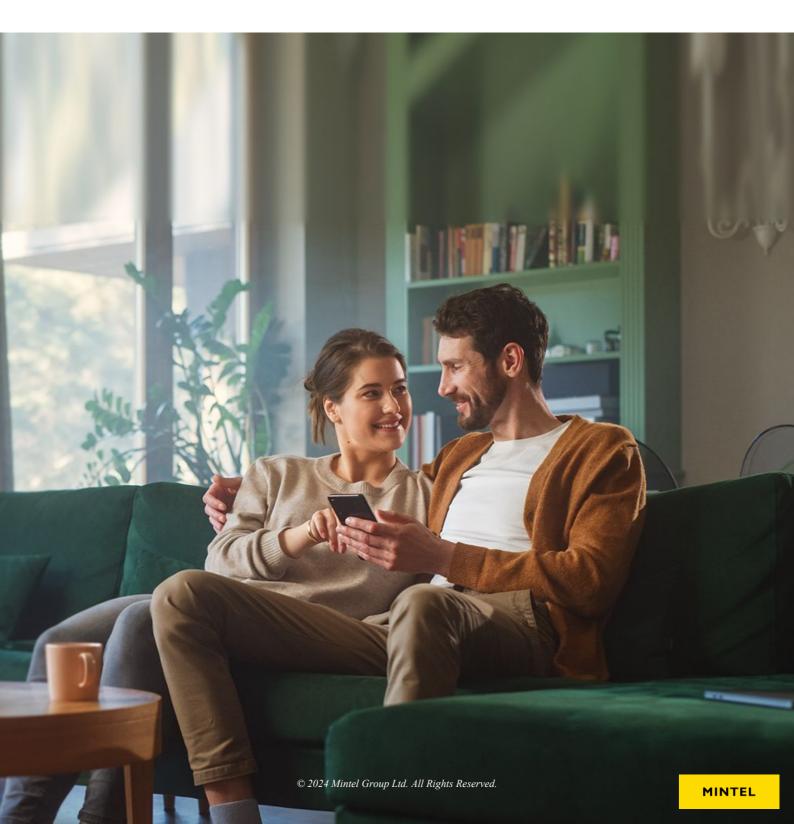
SMARTPHONES – GERMANY – 2022

As inflation could slow growth of the smartphone market, brands must look for ways to entice upgrading, such as by offering devices for rent or innovating and underpinning longevity.





Smartphones – Germany – 2022

This report looks at the following areas:

- The short-, medium- and long-term impact of inflation on smartphones, including changing usage habits and buying intentions
- Brands of smartphones owned, including the ownership of 5G smartphones
- Time with the current smartphone, ways of paying/having paid for it and intentions to buy a new one
- Interest in and ownership of foldable smartphones
- Attitudes towards smartphones, including the appeal of buying refurbished smartphones, the



As inflation could slow growth of the smartphone market, brands must look for ways to entice upgrading, such as by offering devices for rent or innovating and underpinning longevity.

importance of the latest technical features and an analysis of four consumer segments based on these attitudes

Overview

With inflation putting a squeeze on budgets and uncertainty undermining consumer confidence, some Germans are expected to delay smartphone upgrades, while others will be particularly looking for value-for-money purchases. Brands need to emphasise the value their smartphones offer to keep upgrades coming, for instance by highlighting their robustness and battery life, conveying that they are worth their price as they keep their value for a long time.

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Americas: +1 (312) 932 0400 China: +86 (21) 6032 7300 Germany: +49 (0) 211 3399 7411 India: +91 22 4445 1045 Singapore: +65 6653 3600 Thailand: +66 2 821 5122 UK: +44 (0) 20 7606 4533 Particularly for younger Germans, smartphones are part of their self-expression and they value smartphones that look good. This **provides leverage for brands to entice upgrading by going hard on branding and the fashionable appeal of devices**, for example by offering style customisation or by leveraging recycled materials to tap into the sustainable fashion trend.

81% of German smartphone owners agree that it's too expensive to get latest models after release. This is a particular issue for Gen Z smartphone owners, as they are among the demographics that agree most that it is appealing to always have the latest model, but are also typically characterised by limited spending capacity. However, 40% of Gen Z see renting tech devices as a good alternative to buying, providing great opportunities for brands to cater to their smartphone demand while accounting for their spending capacity. Highlighting the convenience and sustainability benefits of renting is key to maximise appeal and stand out from contracts and financing options.

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Report Content

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- The five-year outlook for smartphones

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- · The 5G network takes shape in Germany

Mintel predicts

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- Market size and forecast

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- · Forecast methodology fan chart
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US	+1 (312) 932 0600
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India	+91 22 4090 7217
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