

Mobile Phones and Networks - Re-igniting The Replacement Cycle - UK - January 2010

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What is this report about?

Mintel defines the mobile phones market as handset manufacturers and network service providers. The report covers mobile phones purchased by consumers and used for domestic and/or business use. Mobile phones (sometimes referred to as cellular phones, particularly in the US) are defined as phones that are fully portable and do not rely on a connection to any base unit, instead relying on signals from mobile phone masts of the mobile phone networks operating in the UK.

What have we found out?

- Mintel's research shows that contracts are still the main way people are getting a new mobile handset. But will the rising popularity of SIM only deals mean this will always be the case?
- Older respondents are most likely to opt for basic, pay as you go handsets (68% of over 55's). What strategies could retailers take to make more expensive smartphone contracts appeal to this group?
- Respondents are focussed more on mobile design (47%) over more technical aspects, such as mobile operating system (8%). Will this create challenges in selling smartphones to the mass-market?
- Despite increased media attention towards mobile applications, very few respondents have paid to download them (5%). What barriers are there to more advanced mobile usage such as this?
- Mintel's research shows that total mobile retail revenues to have declined by an estimated £0.6bn in 2009. What is the cause, and how important will smartphones be in driving revenues in the future?
- In terms of choosing a mobile network, respondents are most interested in quality of customer service (33%) and price (30%). But how important are value added extra's, such as 2 for 1 cinema tickets?

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