

Smartphone Purchasing Habits - UK - November 2012

Report Price: £1750 / \$2834 / €2204

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"M-commerce is accelerating at such a rate that many organisations are struggling to keep up. As mobile starts to justify focus that is equal to, if not greater than more conventional channels, those who dedicate investment and sufficient attention to the channel are likely to benefit.

As consumer expectations continue to rise, existing mobile businesses cannot rest on their laurels. A dual focus on updating both apps and mobile websites is a pre-requisite, whilst mobile advertising offers a unique opportunity for targeted digital marketing campaigns."

– Paul Davies, Senior Technology Analyst

In this report we answer the key questions:

- Are smartphones too small for commerce?
- Are enough companies embracing mobile?
- Should more advertising expenditure be attributed to mobile?
- 4G rollout – Is Everything going to be available Everywhere?

The smartphone purchasing market is being used by more consumers and on a more frequent basis than ever before. Almost two thirds (62%) of Britons now own a smartphone, with nearly half (49%) of these consumers using the device for online shopping or purchasing. Whilst, at present, many use m-commerce for small purchases, it is likely that the mobile devices will have a significant impact on sales of more premium products and services over the coming years.

This report will examine the purchasing habits of smartphone owners, assessing what consumers are willing to buy through their mobiles and how much they tend to pay for items, products and services.

The analysis looks at why they choose to buy this way and what, if anything, stops them from buying certain goods or services through their mobile phones.

- For the purposes of this report a smartphone is defined as a mobile phone that can access the internet via a web browser and download apps from an online 'store', such as Apple's App Store or Android Marketplace.
- Within this report references to m-commerce do not include sales from other portable devices, such as tablets, unless specified.
- The term smartphone purchaser refers to those who have purchased at least one product or service through their smartphone over the past 12 months.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100