

Mobile Phones - UK - February 2013

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“Mobile wallets are of importance to smartphone take-up not because they ignite consumers’ imaginations, but rather because they present arguably the first truly relatable service that older consumers and those otherwise uninterested in smartphones and smartphone applications have a genuine incentive to engage with.”

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- What does the increasing prevalence of bring your own device (BYOD) schemes predict about smartphones sales?
- How important will mobile wallets become?
- What can be done to increase smartphone take-up by older consumers?
- How can the remaining younger consumers be brought to smartphone ownership?

Mobile phone retail has been dominated in the years immediately leading up to 2012 by smartphone handsets and services. However the explosive growth seen between 2010 and 2012 has now slowed to a trickle as prime demographics have become saturated. For retailers and manufacturers of smartphones now, the most pressing issue is how to spread ownership through to older consumers with little knowledge or understanding of the proposition.

This report examines:

- Which smartphone operating systems are owned by consumers
- Which smartphone features consumers find most valuable and useful
- What the most important factors were in consumers most recent purchase of a smartphone
- For those consumers who currently own basic mobile phones, the reasons that have stopped them migrating to smartphones thus far, and
- Their attitudes towards basic mobile phones.

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