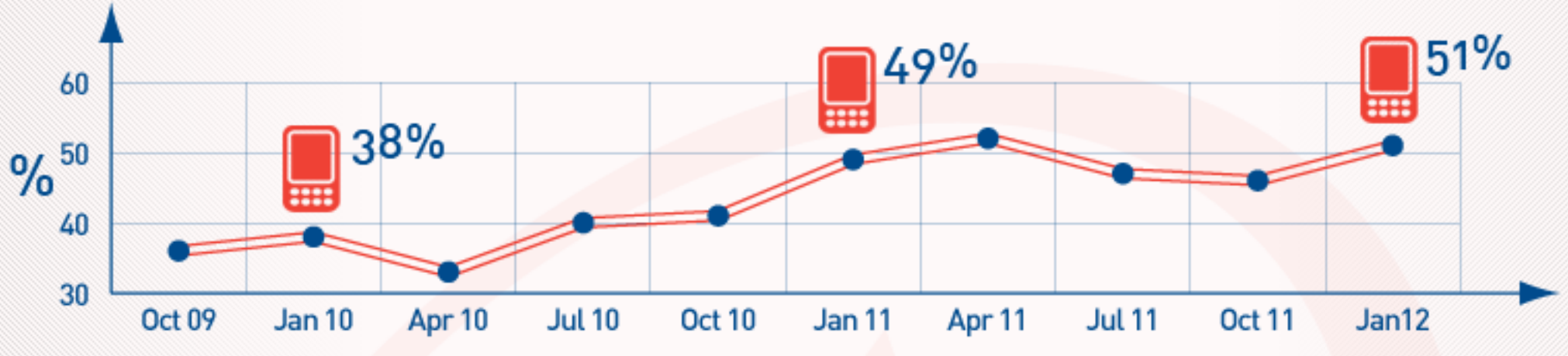


The Explosion of Mobile

Over the last few years, we've witnessed the unprecedented growth of mCommerce, changing forever the way that consumers shop and browse. For over two years now leading market research specialists eDigitalResearch and internet retailing body IMRG have been tracking the growth of this new channel in the UK market and documenting emerging trends.

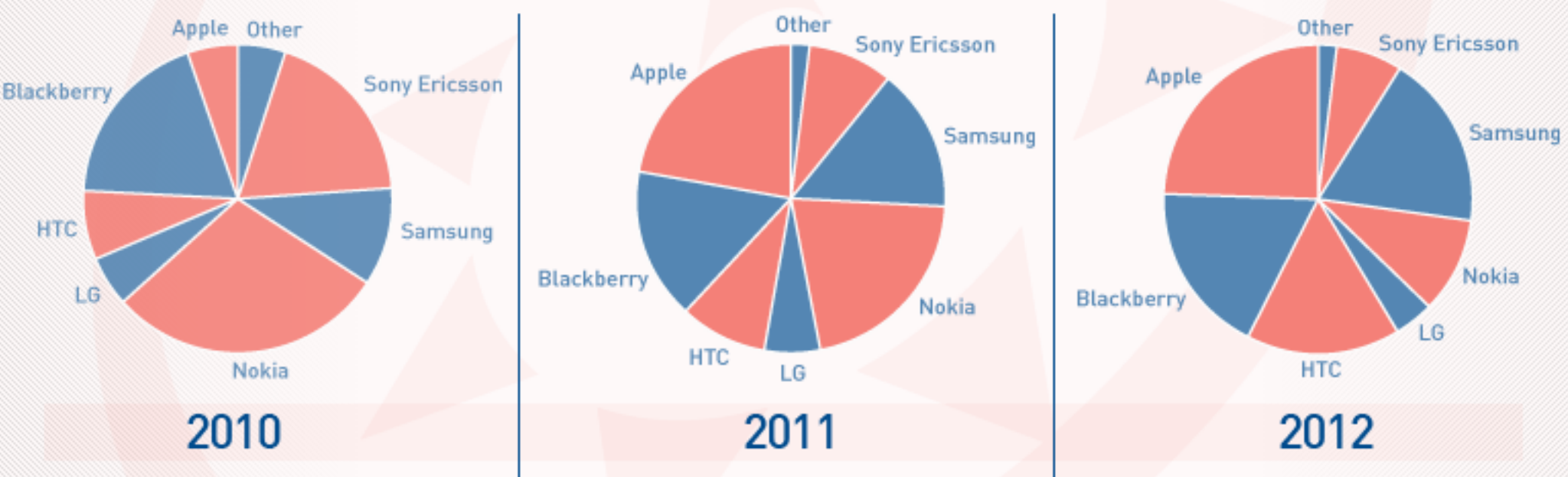
Smartphone Ownership

Smartphone penetration is currently at around half of the country's adult population, potentially meaning that a staggering half of all shoppers could try and access retailers and brands through a mobile.



SmartPhone Manufacturers

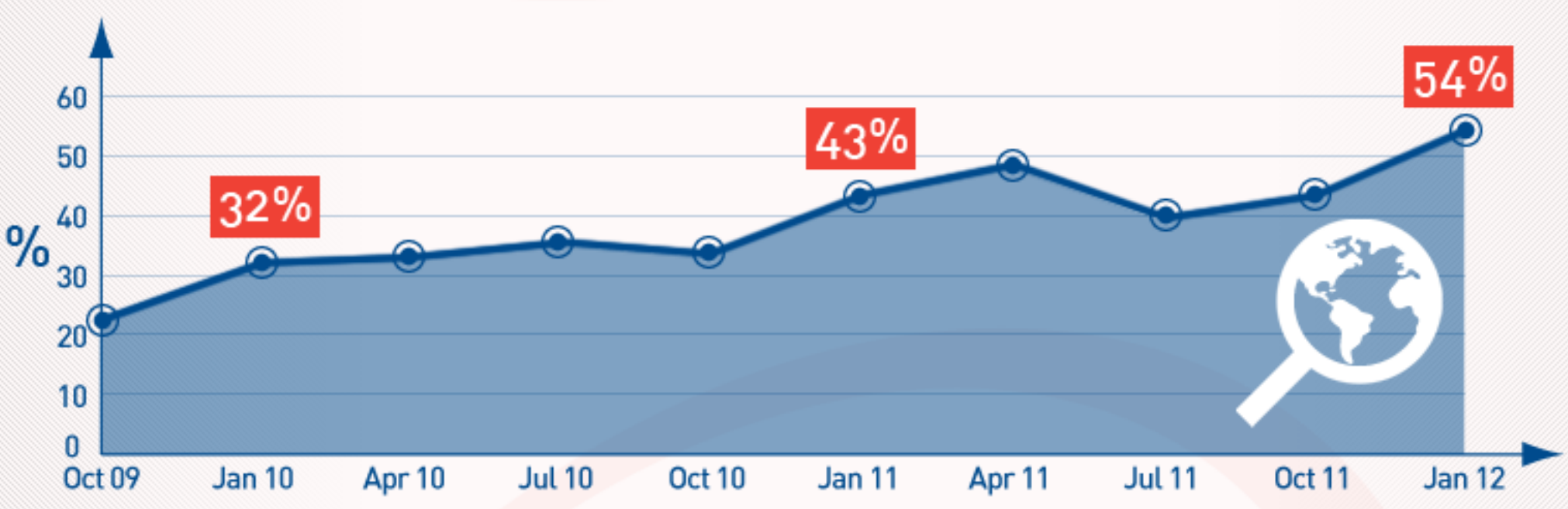
Over the past two years, Nokia has drastically lost their leading edge in the smartphone market. Apple's continually ground-breaking iPhones have gained more and more traction, as well as Android run HTC and Samsung devices.



Shopping And Browsing

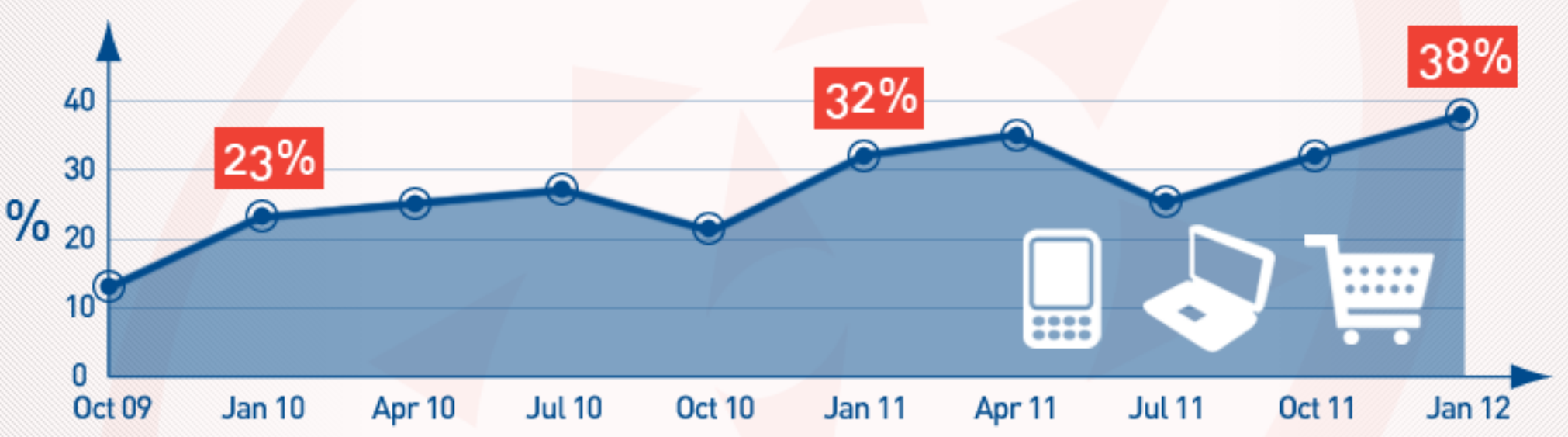
Browsing

Over half of all smartphone owners are now using their smartphones to access websites, reaffirming for retailers the importance of making their sites optimised for mobile shoppers.



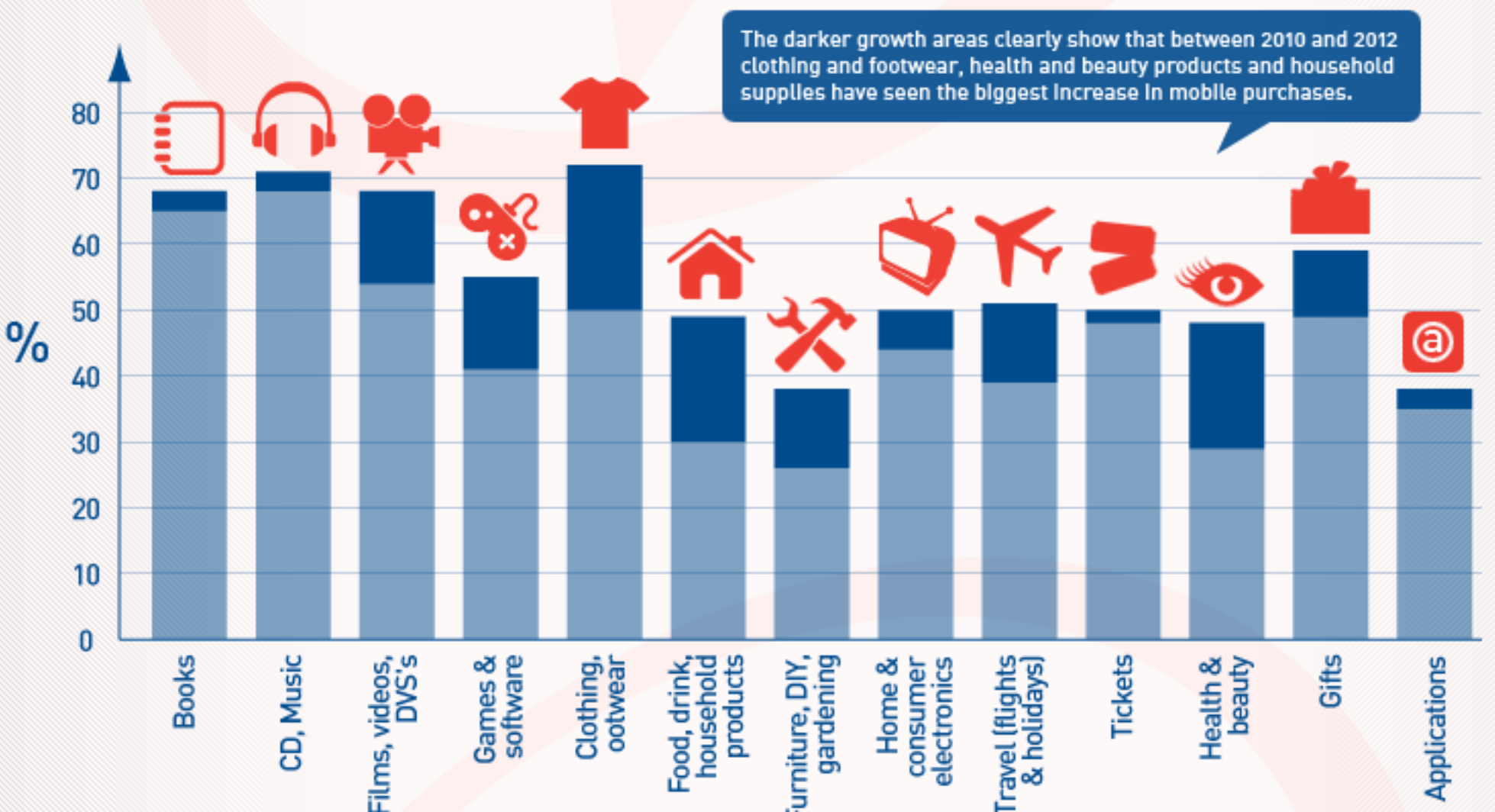
Shopped Online

mCommerce has more than doubled since October 2009. 38% of the smartphone population have now completed a purchase from their device as more and more companies invest in mobile sites and develop the technology, making shopping easier for users.



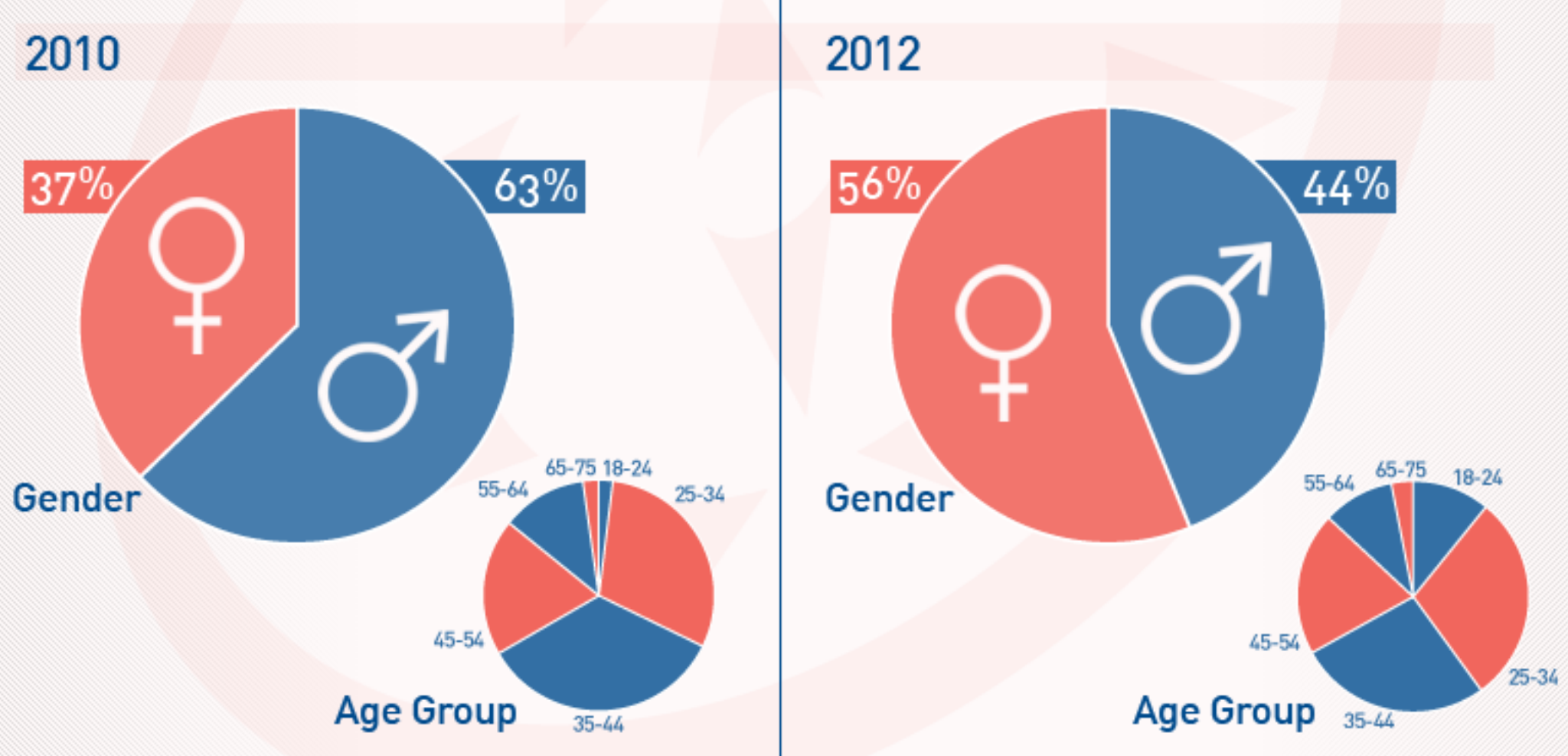
Products

Fashion has seen the biggest growth in mobile orders, and now the most popular products to purchase through a smartphone. mCommerce is following the same buying trends that we saw emerge during the dawn of eCommerce over a decade ago. People begin by purchasing smaller ticketed items, such as books, CD's and DVDs, before gaining confidence in the channel setting their sights further afield, purchasing bigger and more essential items, such as food and clothing.



Demographics

Two years ago, it was mainly businesses professionals that had access to smartphones. Now however, they've become a consumer staple and must have accessory for most, especially with female and younger markets where we've seen the biggest growth in smartphone ownership.



The eCustomerServiceIndex has been running for four years. Every quarter, eDigitalResearch and IMRG survey 2,000 consumers on a variety of topics including online satisfaction rates. Since October 2009, the research has been tracking the growth of mCommerce with consumers to help retailers better understand the need and demand for a mobile retailing solution.