Global Mobile Consumer Trends: 1st Edition

Mobility comes in all shapes and sizes

Device ownership of global consumers continues to increase

- 78% have a smartphone
- 9% own wearables
- 54% have tablets
- 7% own all three

Consumers can’t get enough mobile screen time

Globally, almost all consumers check their phones within 3 hours of waking up

- 78% of emerging markets
- 70% of developed markets

Text and instant message are consumer favorites

Across virtually all countries, text messages / IM are by far the most commonly checked mobile applications first thing in the morning.

- 93% of emerging markets
- 78% of developed markets

mPayment usage is picking up speed

Across the board, mPayments usage is gaining traction

- 47% of emerging markets
- 20% of developed markets

Who checks their phones at least 100 times a day?

- 14% of emerging markets
- 6% of developed markets

Who checks their phones within an hour or less of waking up?

- 14% of emerging markets
- 6% of developed markets

Who checks social media first thing every day?

- 76% of emerging markets
- 47% of developed markets

mPayment usage is picking up speed

Who reported using their phones to make in-store payments?

- 47% of emerging markets
- 20% of developed markets

Who is more receptive to using mPayments systems?

- 65% of emerging markets
- 30% of developed markets

Network versus Wi-Fi—a regional preference

4G is proving to be a better and faster experience than Wi-Fi

Across the 3 regions of developed markets, the Americas is the only region where Wi-Fi is the preferred connection type. Europe and Asia-Pac prefer mobile.


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