MOBILE MARKETING

2020 GLOBAL SMARTPHONE USERS
ACTIVE SMARTPHONE USERS PER REGION - 2020
This global compilation looks at smartphone analytic data from across the world to inform trends. Notably, more than 25% of today's global smartphone users are in China, with the Asian Pacific making up 55% of global smartphone users. The United States and United Kingdom are also singled out in many of these reports.

HOW MUCH TIME DO CONSUMERS SPEND USING MOBILE MEDIA?

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This is important to understand for dayparting, i.e. buying AdWords and display media. This daypart media use from comScore Global Digital Future* in Focus shows how desktop is still important for daytime at work audiences, but Tablet and smartphone dominate in the evening.

PERCENTAGE OF CONSUMERS USING MOBILE DEVICES?
In January 2021, Datareportal* recorded 5.22 billion unique mobile users, making up 66.6% of the global population. In fact, the number of social media users has increased by more than 13% over the past 12 months. No doubt social distancing has played its part in that one.

The 2020 Ofcom UK benchmark found that, in the UK, over four-fifths of time spent online is now spent on mobile devices. As time spent on mobile phones increases steadily year on year, rapid diffusion of household smart devices has driven up this figure over the last couple of years. In fact, in 2020 over a fifth of UK adults had a smart speaker in the home.

MOBILE MEDIA TIME - 63% OF MOBILE TRAFFIC IS VIDEO, SET TO GROW TO 76% BY 2025
Consumer preference for mobile apps vs mobile sites should also be thought through as part of mobile strategy. Ericsson Mobility* Report 2020 found video currently accounts for 63% of mobile traffic. The main driver for this behaviour is the rapid diffusion of a wide range of video content such as embedded video in web browsing, social media, and increased video streaming and sharing services.