

Online mobile phone sales reach record high in Europe

LONDON, UK: More than 7% of all phones bought during 2010 in Europe were purchased online according to the latest research from GfK Retail and Technology. This represents a growth in excess of 10% over the same period (Jan-Oct) in 2009.



There is little change in terms of the channels from which Europeans are buying: telecom specialists account for 70% of sales, consumer electronic stores are responsible for 17% and non-specialists have a 12% share in volume. This varies by both brand and product, although smartphone sales are considerably more likely to be online, with a rate of sale close to one in every five sold.

"The increased importance of pre-launch orders and the sophistication of consumer shopping habits have fuelled online demand," commented Aaron Rattue, GfK's Global Telco marketing director. "For several years now the Internet has been a key source for high ticket technical goods and will continue to have a significant influence on the sales of mid to top level phones."

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