



Press Release

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UK: Mobile headsets boost accessory sales over Christmas period

The total Mobile Accessories market grew in December 2012 to take the largest sales since the beginning of the year. One of the main drivers behind this increase is sales of wired mobile headsets with a microphone. Growth in this segment has come as consumers look for a multi-purpose item which allows speech and the ability to listen to music with their smartphone. In particular, the growth witnessed across the Christmas gifting period, has come at both the low and high end price points as products are promoted to appeal to these changing consumer needs.

Wired mobile headsets with a microphone accounted for over 80 percent of all mobile headset sales in December 2012, the highest share seen across the last 12 months. Within this category, there is a polarization of sales coming through the price points around the Christmas gifting period, with both the sub GBP 40 price point and GBP 100-140 price points growing. The majority of sales growth seen for the wired mobile headset category in December 2012, has come through the sub GBP 40 price point, which accounted for over 50 percent of sales.

Some smaller growth has also occurred in the higher end price points with GBP 100-140 accounting for around 15 percent of sales in December 2012. The polarized growth in this market across the Christmas gifting period suggests that this category is widening its appeal to both the tech-savvy high end purchasing consumer and the everyday use consumer in lower end price points.

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