

Press release

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Spain: Smartphones and tablets heat up Telecommunication and IT industries

The latest GfK retail data from Spain highlights the extent to which smartphone and tablet devices outsell other Telecommunication and IT products.

In terms of units, smartphones experienced an impressive rise of 431% in 2011, while tablets grew by 94%.

In contrast, feature phones (-28%), netbooks (-18%) and broadband sticks (-7) witnessed decreases over the same period. Laptops maintained a stable performance, although still witnessed a slight drop of 1%.

Constantly changing market

Today, innovation is moving at a rapid rate and as a consequence, new products are reaching even bigger heights in less time. For example, in Spain the penetration of smartphones currently stands at 25% for the total population, while tablets are present in 6% of all Spanish households.

More and more consumers are focusing on mobility when purchasing devices and this is a major factor which is stimulating the success of smartphones and tablets in Spain.

Accessories will be important in 2012

In line with the positive trends for smartphones and tablets, the accessories segment is expected to experience strong growth throughout 2012. As subsidized contracts from operators become longer, consumers are looking to protect their devices. Therefore, cases, covers and screen protected are expected to grow.

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