



Mobile devices and distribution channels: consumer survey



Tom Rebbeck

About this report

This report uses consumer survey data to analyse the trends in distribution channels among smartphone users in a range of high- and middle-income countries.

This survey was conducted in association with Dynata between July and August 2022. The survey groups were chosen to be representative of the mobile-internet-using populations of each country. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents in each country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- How well do operators perform as smartphone sales channels?
- How has the pandemic affected device distribution channels?
- What are the prospects for telecoms operators as distributors of smartphones?

GEOGRAPHICAL COVERAGE

High-income countries

- Australia
- Canada
- France
- Germany
- Ireland
- Italy
- New Zealand
- Norway
- Poland
- Spain
- Sweden
- UK
- USA

Middle-income countries

- Malaysia
- Philippines
- South Africa
- Turkey

WHO SHOULD READ THIS REPORT

- Operator strategy and product teams that are interested in trends in smartphone distribution.
- Handset vendors that are interested in the role of telecoms operators as device distributors.
- Other parties that are interested in the trends in smartphone retail.



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Our research services



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Networks

- Next-Generation Wireless Networks
- Wireless Infrastructure Strategies
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- Telecoms Strategy and Forecast
- Transport Network Strategies



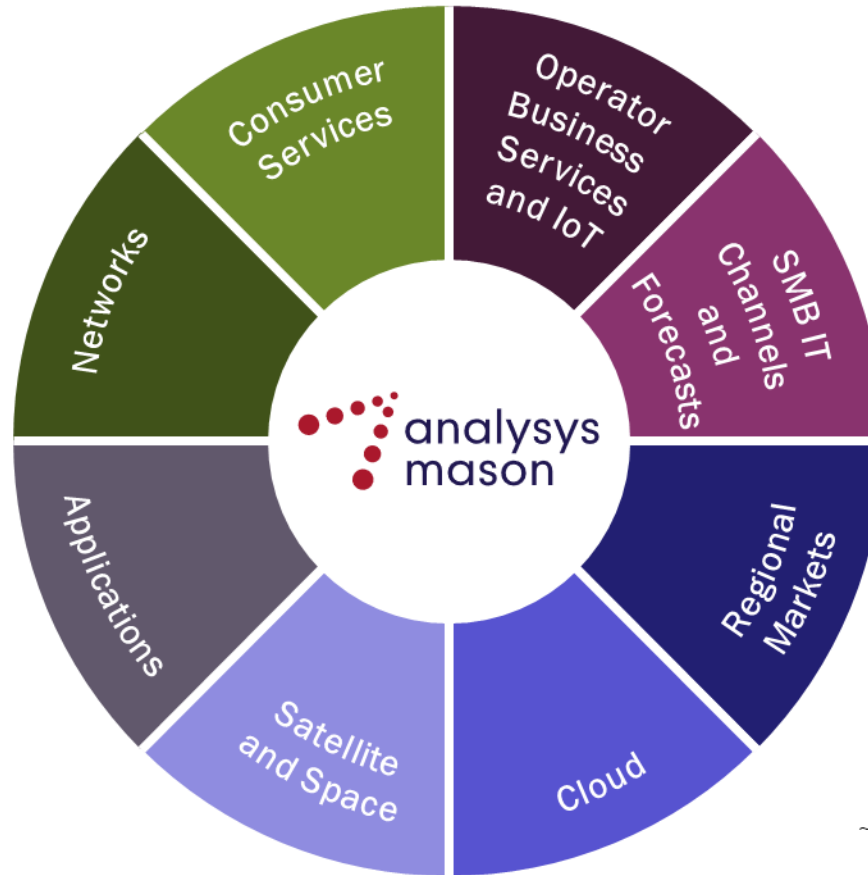
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- Cloud Infrastructure Strategies
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- Edge and Media Platforms
- Multi-Cloud Networking



DataHub

- ~2800 forecast and 280+ historical metrics
- Regional results and worldwide totals
- Operator historical data



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