

# iPhone changing consumer behaviour in Europe

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LONDON, UK: The iPhone has fundamentally changed mobile user behaviour in Europe despite its low penetration rate, according to new Comscore findings.

In the EU5 markets (UK, France, Germany, Spain and Italy) the iPhone only has 4% of the mobile market, but 18% of the overall EU5 smartphone market. However, iPhone users are the most consistent consumers of mobile media with 87% using applications and 85% using their phone to browse the internet.

However, Jeremy Copp, vice president mobile Europe, comScore believes the iPhone's success has created a more competitive smartphone market. "It has also prompted other device manufacturers and OS vendors to elevate their game, so the poster-child of the smartphone generation now faces serious competition," said Copp.

Overall, the European smartphone market has enjoyed a 38% year-on-year growth but this increase is attributed to the growing prosperity of North American operating systems such as Apple (+161%) and Google Android (+2,429%) , rather than an 18% rise for the Symbian system.

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