

## FEATURED INSIGHTS

DELIVERING CONSUMER CLARITY

# UNSTOPPABLE! SMARTPHONE SURGE IN INDIA CONTINUES

## SMARTPHONE INCIDENCE IN URBAN INDIA AND THE MARKET OPPORTUNITY

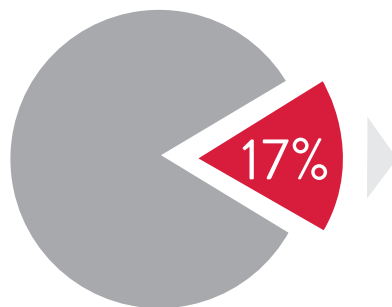
BY: PRASHANT SINGH &amp; SWATI PANT, NIELSEN INDIA

- **SMARTPHONE INCIDENCE WAS UP 89 PERCENT IN 2013**
- **SMARTPHONE INCIDENCE IN URBAN INDIA REACHED 17%, WHICH TRANSLATES INTO 51 MILLION USERS**
- **YOUTHS AND USERS FROM TIER I AND TIER II CITIES ARE EMERGING AS IMPORTANT MARKET DRIVERS**

Rarely do we come across a market that's growing 89 percent year-on-year. But smartphone growth in urban India has taken off and it looks like the sky is the limit. A whopping 51 million people in urban India were using smartphones in 2013—outpacing our initial estimate of 45 million—up from 27 million in 2012.

But the aggregate user numbers only tell part of the story. Within one year, the share of smartphones in the mobile market of urban India basically doubled—jumping from 9 percent in 2012 to 17 percent in 2013. In the metro areas, more than one in five (23%) people now carry a smartphone.

SHARE OF  
SMARTPHONE  
USERS AMONG  
MOBILE PHONE  
USERS IN URBAN  
INDIA



51 Million

smartphone users  
in **Urban India**

AN 89% GROWTH OVER LAST YEAR

## WHAT IT MEANS FOR THE MARKETER

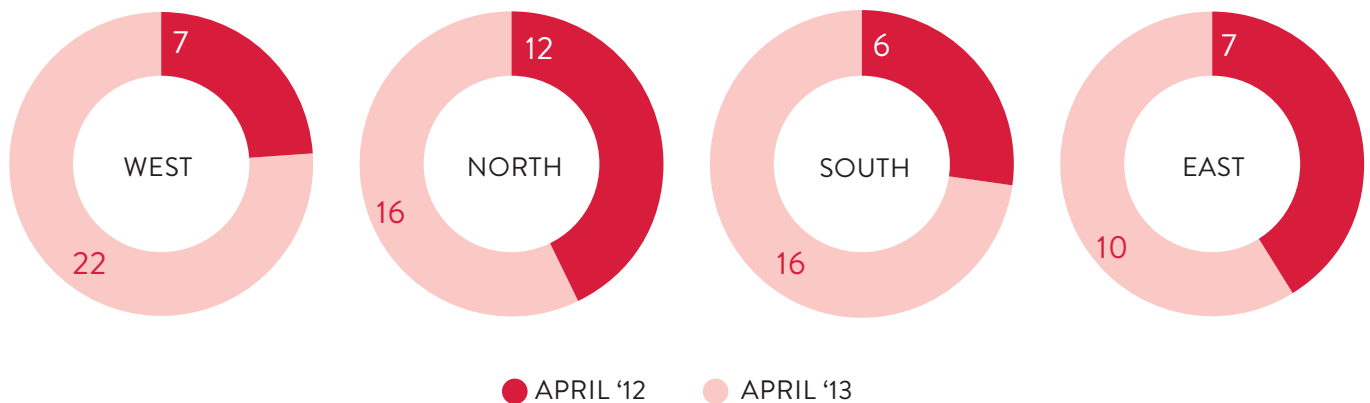
A base of 51 million consumers is an undeniable goldmine for marketers to tap into. From apps to advertisements, smartphones present a plethora of options and insights to marketers, manufacturers and the advertisers. Studies by **Nielsen Informate Mobile Insights** have also found a phenomenal rise in smartphone usage among the under 18 and 25-30 years age groups. So by adopting at these early ages, it's evident that these groups are anxious for tech advances and appear ready to absorb and consume what's thrown at them.

## NOT QUIET ON THE WESTERN FRONT

Known to be as value conscious as South India, West India clocked the country's highest smartphone penetration rate at 22 percent in April 2013. This marks a significant rise from the 7 percent the region recorded in April 2012. South India isn't far behind - largely due to the dip in smartphone prices, smartphone penetration in the region jumped to 16 percent in April 2013 from 6 percent in April 2012.

## SMARTPHONE INCIDENCE ACROSS ZONES

%, APRIL 2013

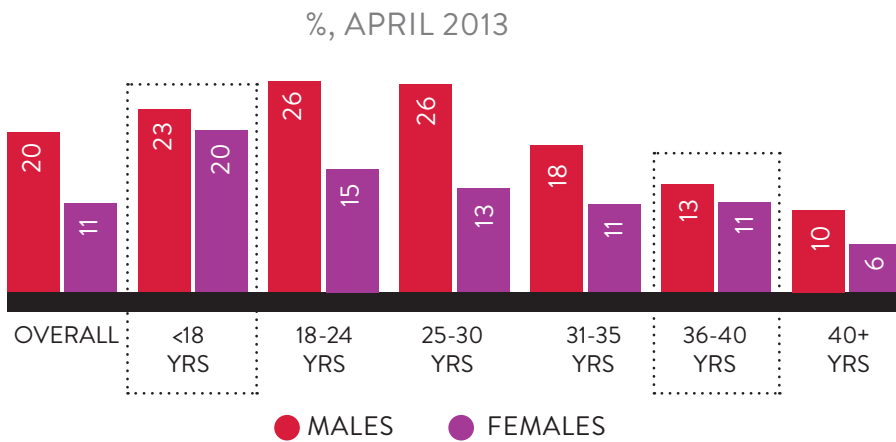


Source: Nielsen Informate Mobile Insights

## POCKETS OF POWER

In addition to the overall rise in penetration of smartphones in 2013, we also gained some new insights about how different age groups and genders are using smartphones. Penetration among males last year was 20 percent, which is nearly twice the 11 percent penetration among females. Interestingly, the under 18 and 36-40 year age groups showed the least difference in smartphone penetration between gender.

## SMARTPHONE INCIDENCE ACROSS GENDER WITHIN AGE GROUPS



WITH 80% MORE PENETRATION IN THE CATEGORY, MORE MEN USE SMARTPHONES COMPARED TO WOMEN.

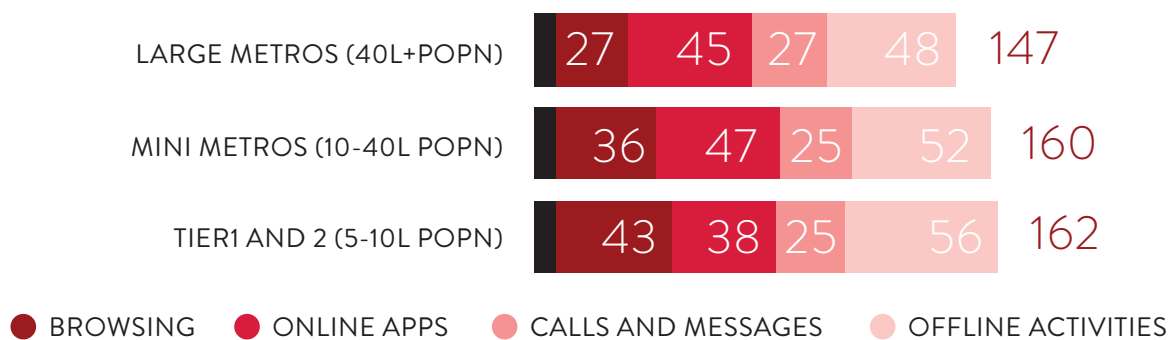


Source: Nielsen Informat Mobile Insights

Our studies also found the level of engagement on smartphones was lesser in the large metros compared with other town classes. The main reason for this is due to a busier life and the presence of multiple screens such as televisions, tablets and laptops in households and offices in the metros.

## SMARTPHONE USAGE ACROSS TOWN CLASSES

Time spent (mins/day), April 2013



Base: 8050 Smartphone Panelists  
Source: Nielsen Informat Mobile Insights

## THE OPPORTUNITY

With smartphone penetration rising at a phenomenal pace and the scope for content, apps and social media constantly increasing, it's clear that this space is ripe with opportunity for marketers and advertisers.

## ABOUT THE AUTHOR



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Zeeshan Adam and Jaideep Juneja from the Nielsen Informatе Mobile Insights team contributed to this issue of Featured Insights.

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## ABOUT NIELSEN-INFORMATE MOBILE INSIGHTS

Nielsen Informatе Mobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behaviour and develop product and marketing strategies. Nielsen-Informatе Mobile Insights maintains opt-in Smartphone panels to generate syndicated reports, in addition to building custom panels and conducting custom surveys for clients. Our insights aid decision makers across various segments like operators, OEMs, publishers, advertisers, content creators and aggregators and application developers. Nielsen Informatе Mobile Insights is an alliance between Nielsen Holdings N.V. (NYSE: NLSN) and Informatе Mobile Intelligence.

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