

MY MOBILE IS QUICKLY BECOMING MY MOST IMPORTANT SHOPPING TOOL



Mobile is revolutionizing shoppers' expectations of convenience

Convenience is now defined by **connectivity**. Continually connected consumers are turning to their mobile devices to research and **complete their purchases on the go**.

Consumers in **China** and **India** (74% and 75% respectively) are well ahead of the curve, agreeing that their mobile device is their most important shopping tool. Europe trails behind, but, at 35%, **Britain** keeps pace with the **global average of 34%**.

With the trend increasing steadily year on year and **3G and 4G connectivity continually improving** worldwide, we expect mobile to become **an increasingly indispensable shopping tool** to consumers globally.

