



Smartphones in the U.S.

SMARTPHONES IN THE U.S.

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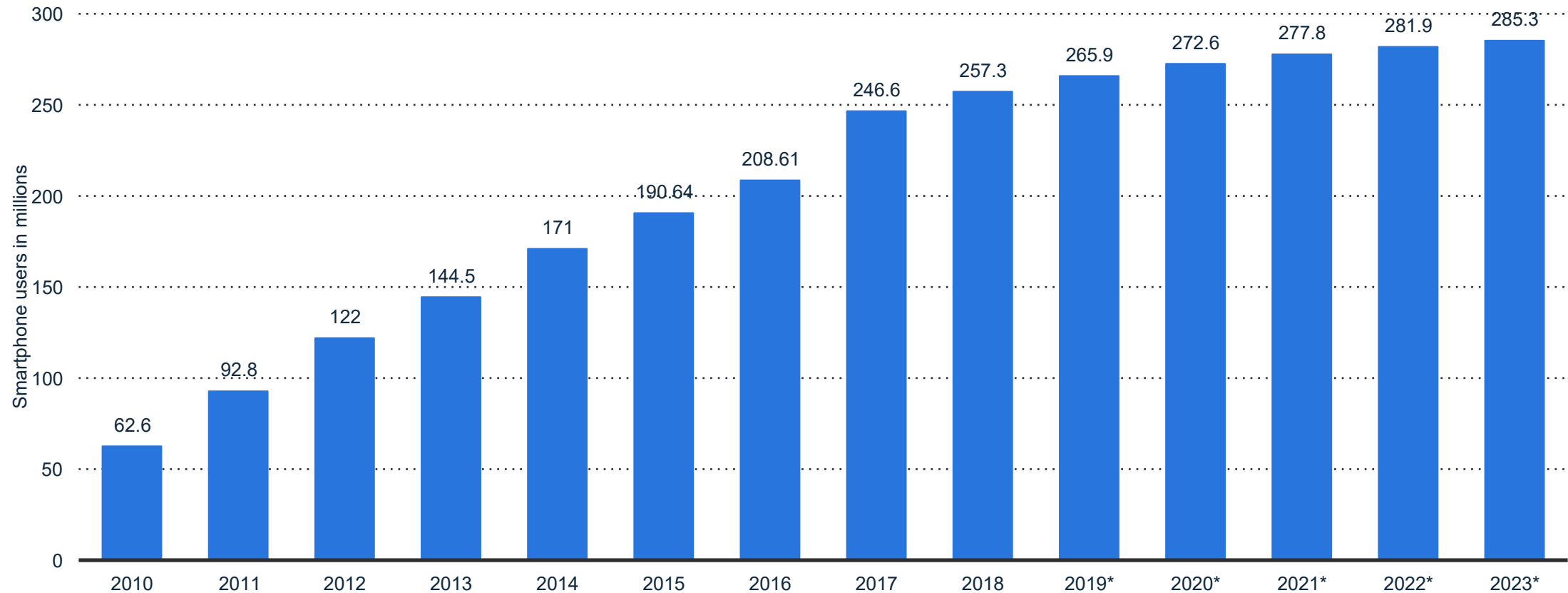
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SMARTPHONES IN THE U.S.

Users & penetration

Number of smartphone users in the United States from 2010 to 2023 (in millions)*

Smartphone users in the United States 2010-2023



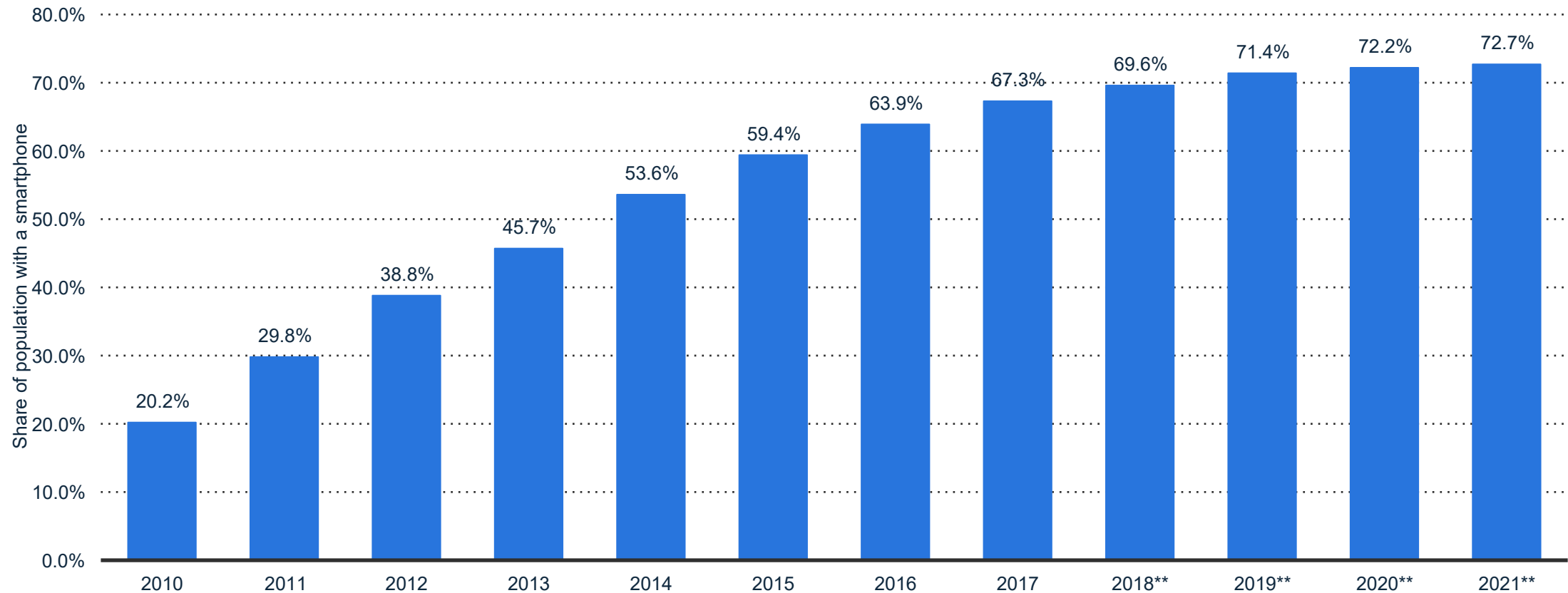
Note: United States; 2010 to 2018; Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.

Further information regarding this statistic can be found on [page 32](#).

Source(s): Statista Digital Market Outlook; [ID 201182](#)

Smartphone penetration rate as share of the population in the United States from 2010 to 2021

Smartphone penetration in the U.S. as share of population 2010-2021



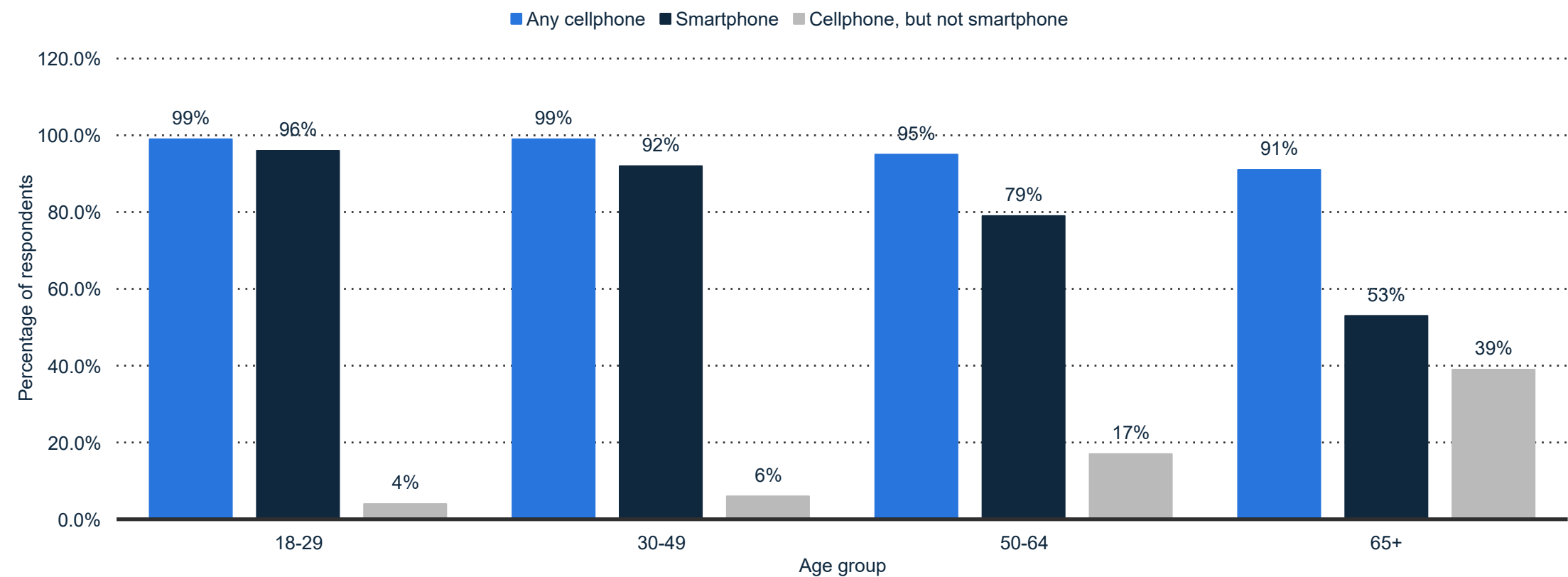
Note: United States; 2010 to 2018; Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.

Further information regarding this statistic can be found on [page 33](#).

Source(s): eMarketer; [ID 201183](#)

Percentage of U.S. Americans owning either a smartphone or another type of cell phone, by age group in 2018

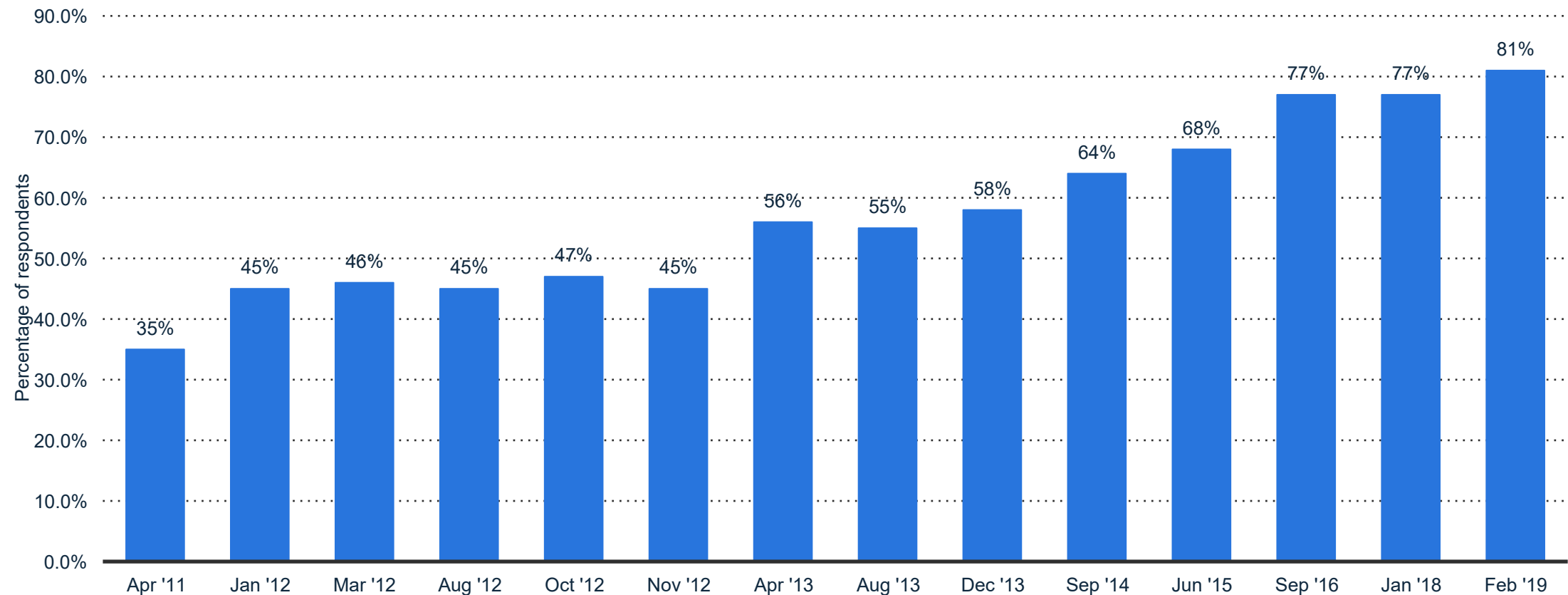
Type of mobile phone owned by adults in the United States 2018



Note: United States; Jan 8-Feb 7, 2019; 18 years and older; 1,502
Further information regarding this statistic can be found on [page 34](#).
Source(s): Pew Research Center; [ID 195012](#)

Percentage of U.S. adults who own a smartphone from 2011 to 2019

Smartphone ownership in the U.S. 2011-2019



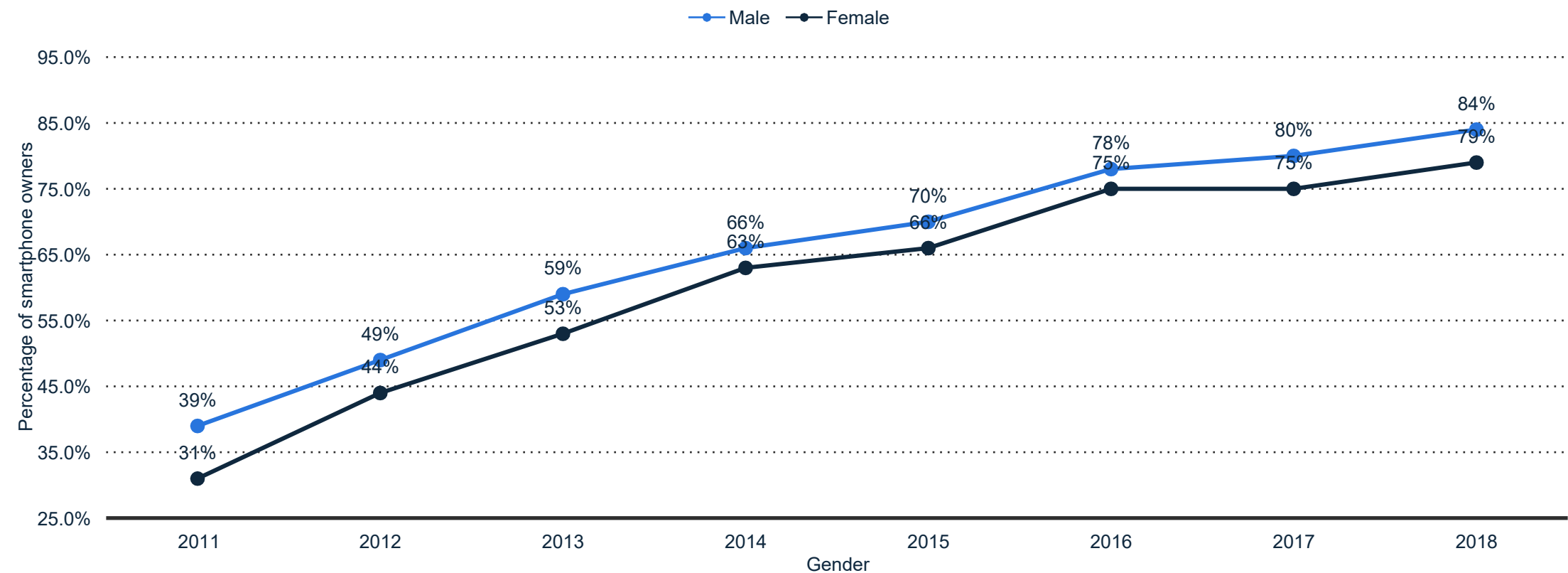
Note: United States; 2011 to 2019*; 18 years and older

Further information regarding this statistic can be found on [page 35](#).

Source(s): Pew Research Center; [ID 219865](#)

Share of adults in the United States who owned a smartphone from 2011 to 2018, by gender

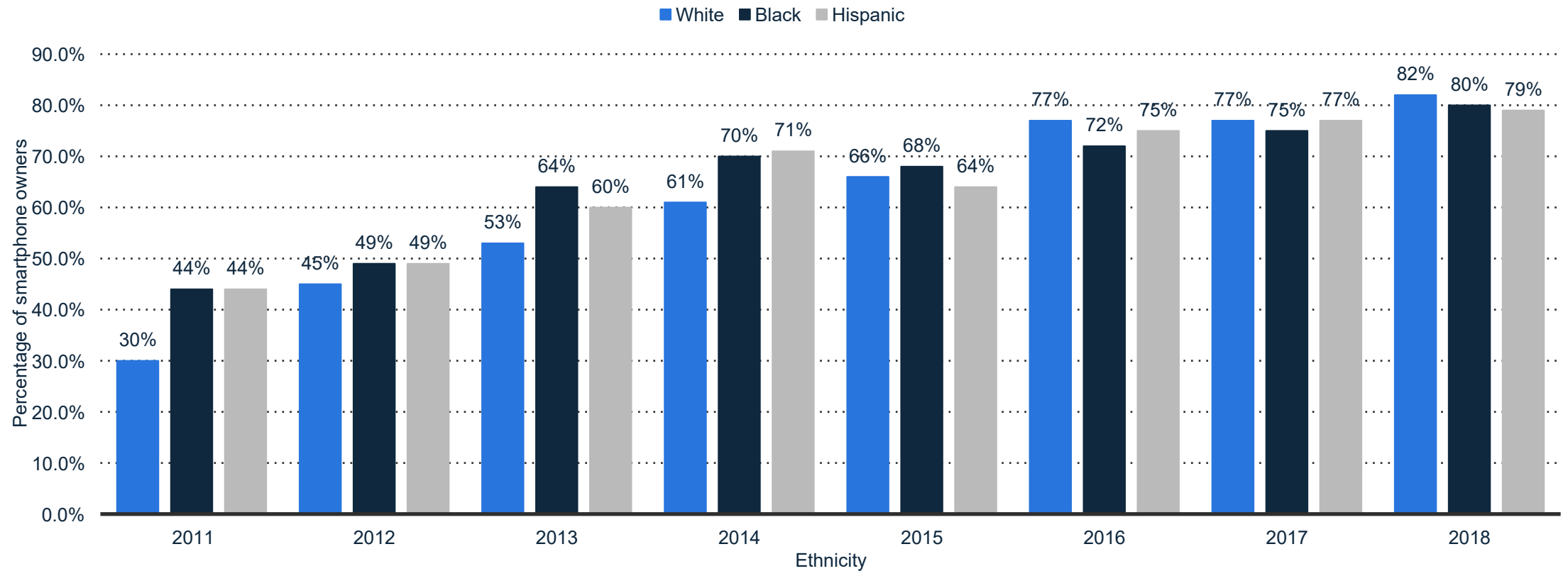
Smartphone ownership in the U.S. 2011-2018, by gender



Note: United States; Jan 8-Feb 7, 2019; 18 years and older
Further information regarding this statistic can be found on [page 36](#).
Source(s): Pew Research Center; [ID 194998](#)

Share of adults in the United States who owned a smartphone from 2011 to 2018, by ethnicity

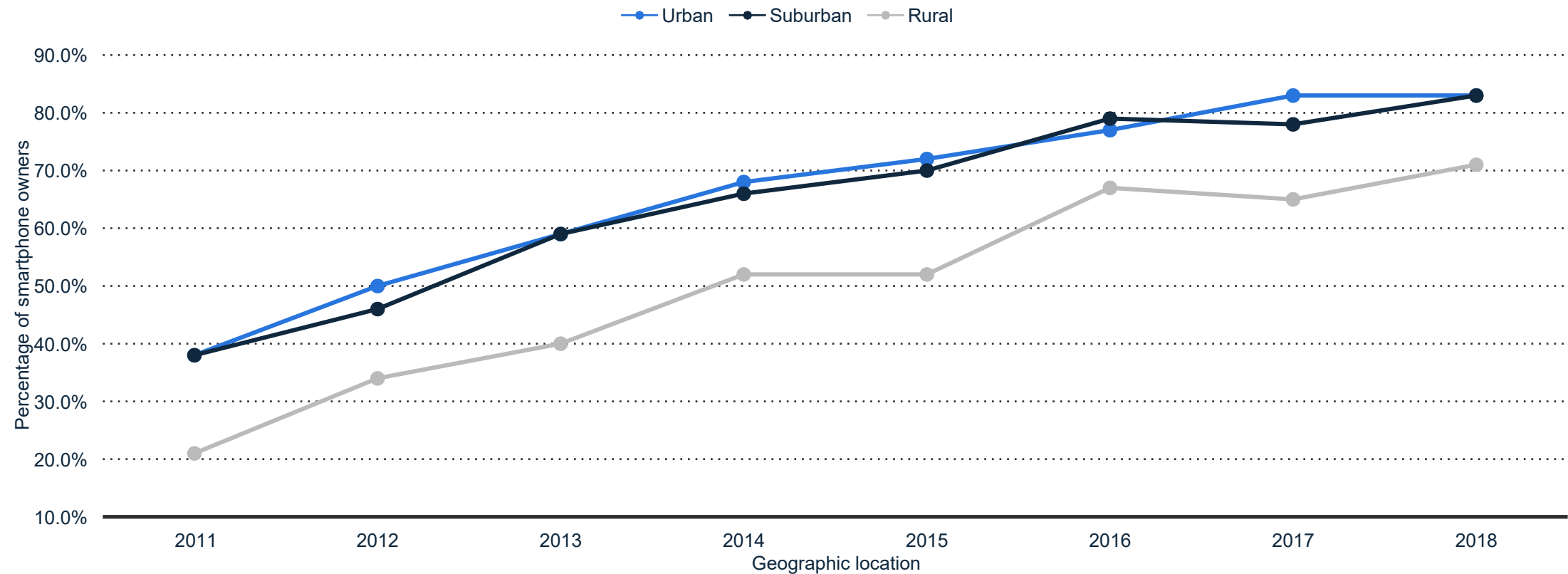
Smartphone ownership in the U.S. 2011-2018, by ethnicity



Note: United States; Jan 8-Feb 7, 2019; 18 years and older; 1,502
Further information regarding this statistic can be found on [page 37](#).
Source(s): Pew Research Center; [ID 195001](#)

Share of adults in the United States who owned a smartphone from 2011 to 2018, by location

Smartphone ownership in the U.S. 2011-2018, by location



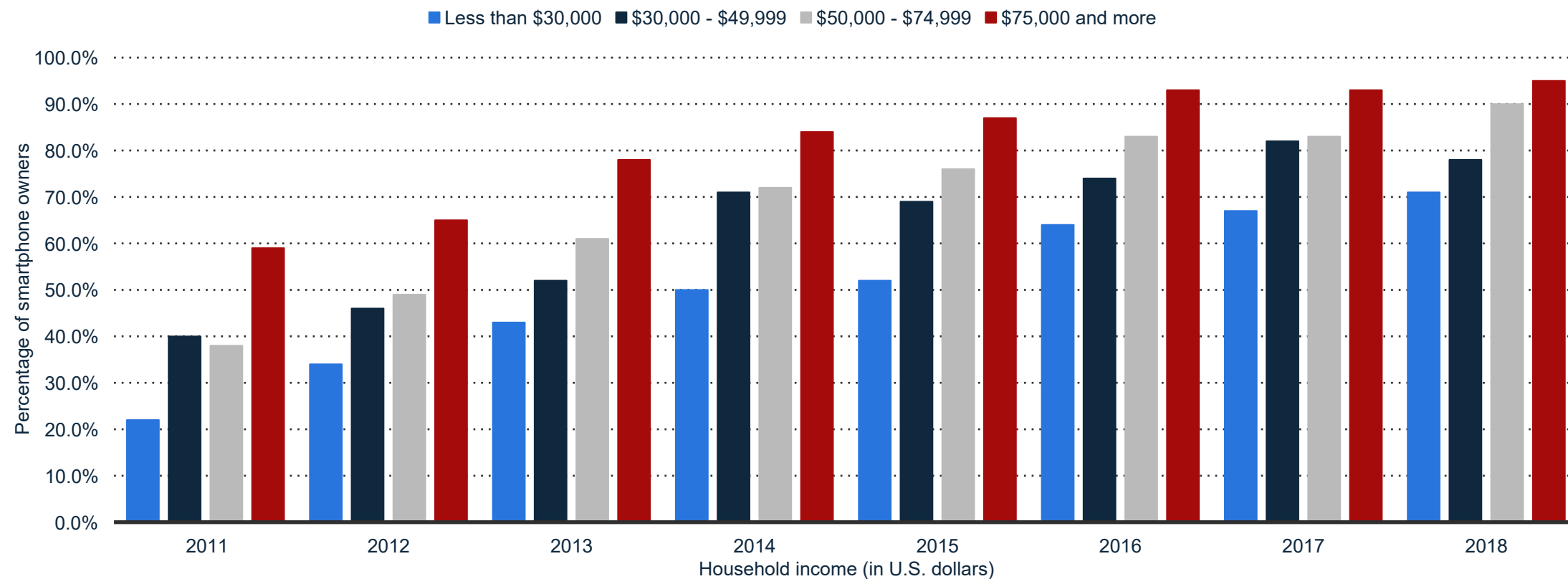
Note: United States; Jan 8-Feb 7, 2019; 18 years and older; 1,502

Further information regarding this statistic can be found on [page 38](#).

Source(s): Pew Research Center; [ID 195003](#)

Share of adults in the United States who owned a smartphone from 2011 to 2018, by household income

Smartphone ownership in the U.S. 2011-2018, by income



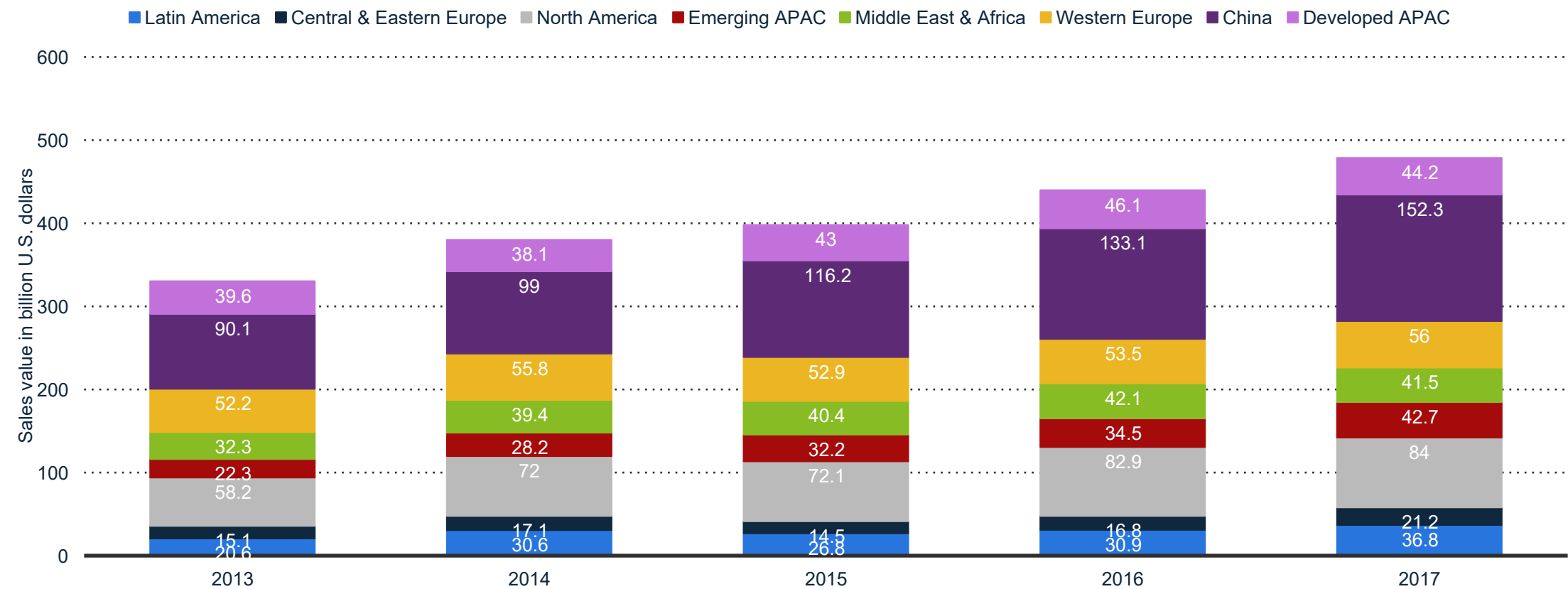
Note: United States; Jan 8-Feb 7, 2019; 18 years and older
Further information regarding this statistic can be found on [page 39](#).
Source(s): Pew Research Center; [ID 195006](#)

SMARTPHONES IN THE U.S.

Sales & shipments

Smartphone sales value worldwide from 2013 to 2017 (in billion U.S. dollars), by region

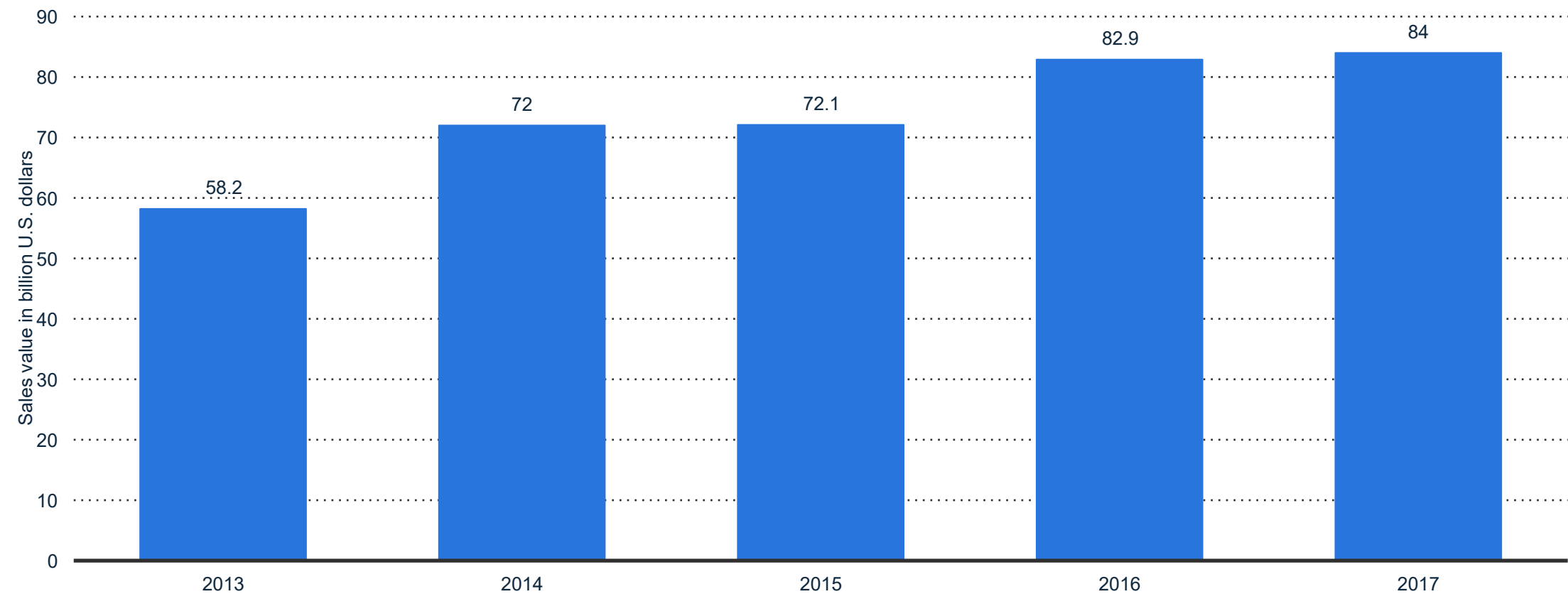
Global smartphone sales value by region 2013-2017



Note: Worldwide; 2013 to 2017
Further information regarding this statistic can be found on [page 40](#).
Source(s): GfK; [ID 412145](#)

Smartphone sales value in North America from 2013 to 2017 (in billion U.S. dollars)

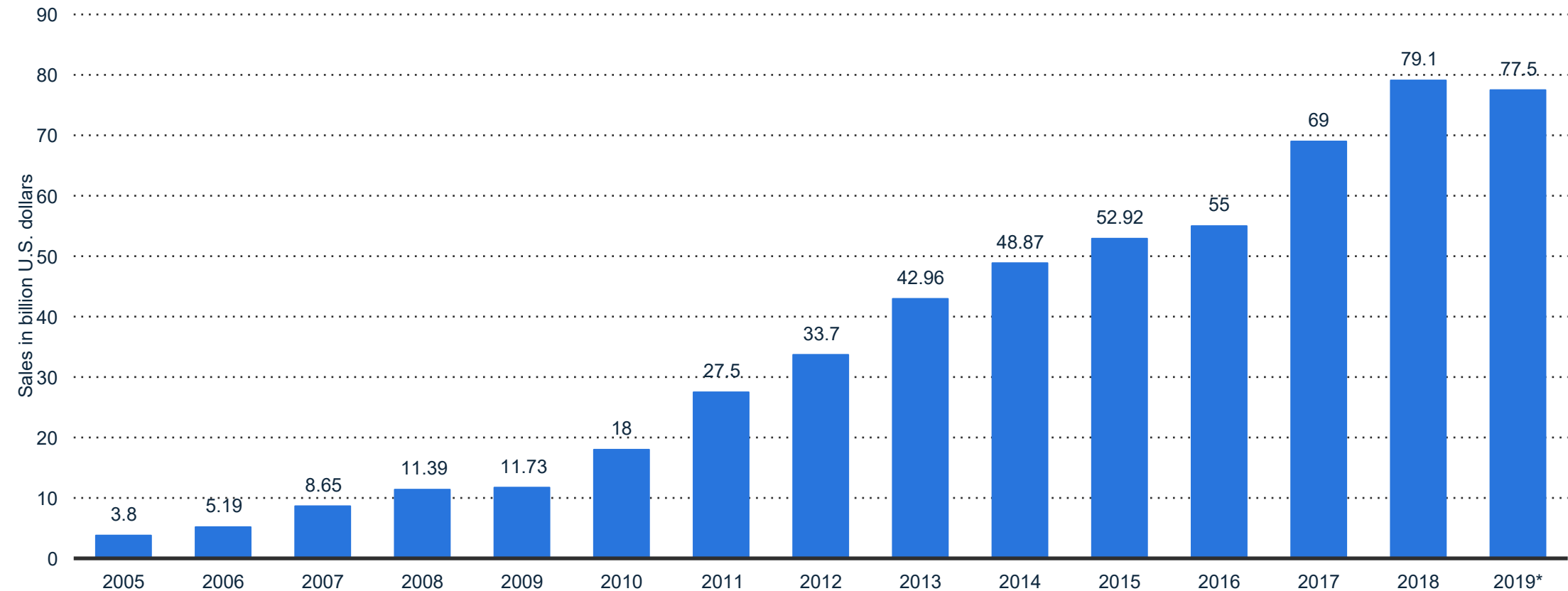
North America smartphone sales value 2013-2017



Note: North America; 2013 to 2017
Further information regarding this statistic can be found on [page 41](#).
Source(s): GfK; [ID 412262](#)

Smartphone sales in the United States from 2005 to 2019 (in billion U.S. dollars)

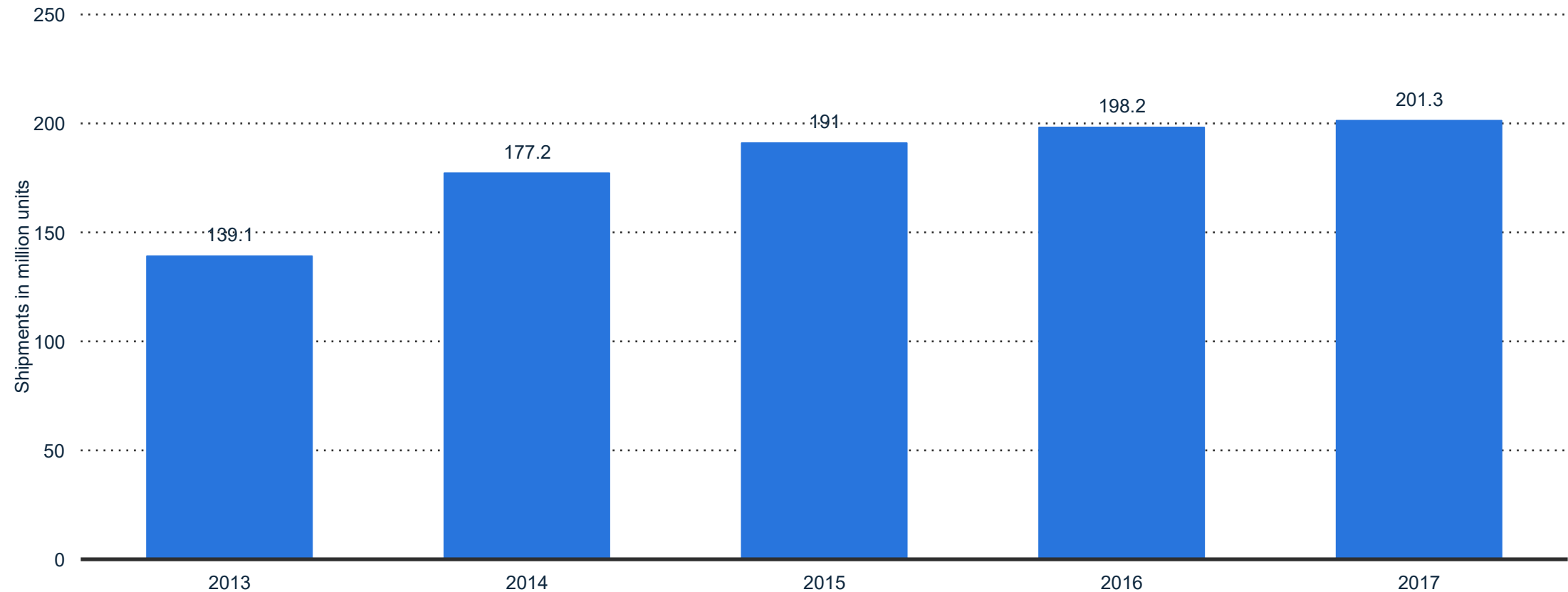
Smartphone sales value in the United States 2005-2019



Note: United States; 2005 to 2019
Further information regarding this statistic can be found on [page 42](#).
Source(s): Consumer Technology Association; US Census Bureau; [ID 191985](#)

Smartphone unit shipments in North America from 2013 to 2017 (in million units)

North America smartphone unit shipments 2013-2017



Note: North America, Canada, United States; 2013 to 2017

Further information regarding this statistic can be found on [page 43](#).

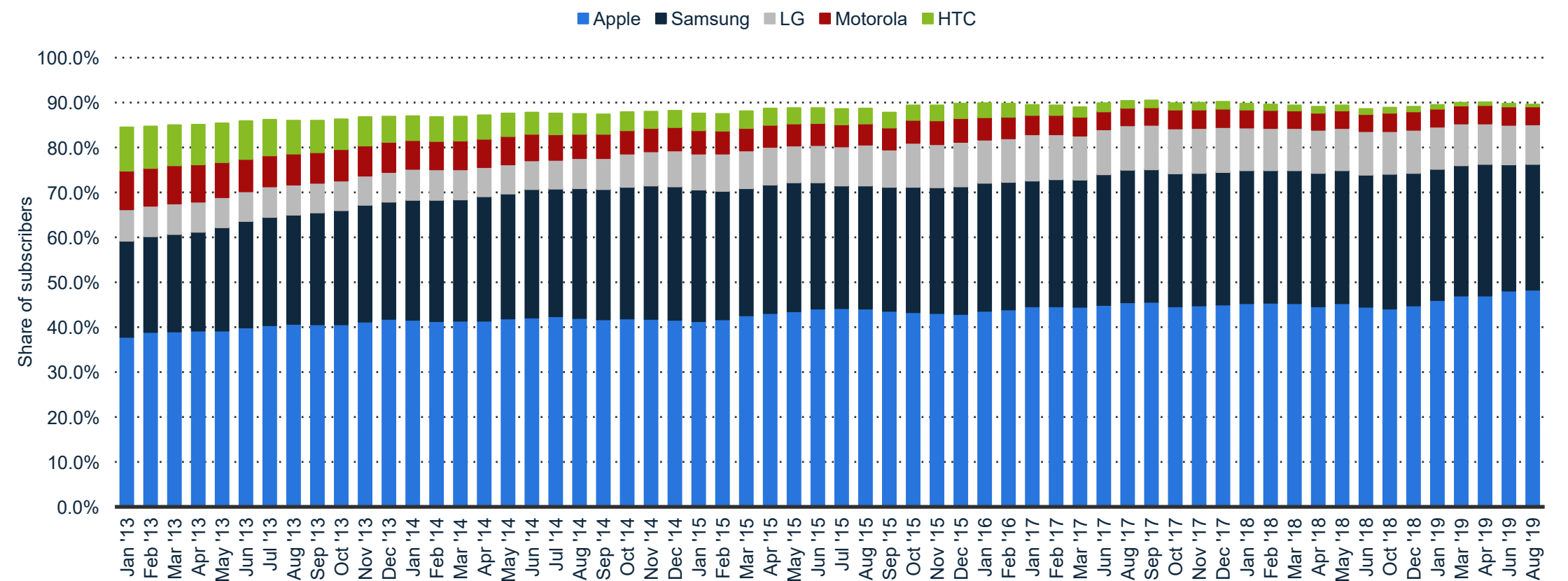
Source(s): GfK; [ID 412212](#)

SMARTPHONES IN THE U.S.

Market share

Manufacturers' market share of smartphone subscribers in the United States from 2013 and 2019, by month*

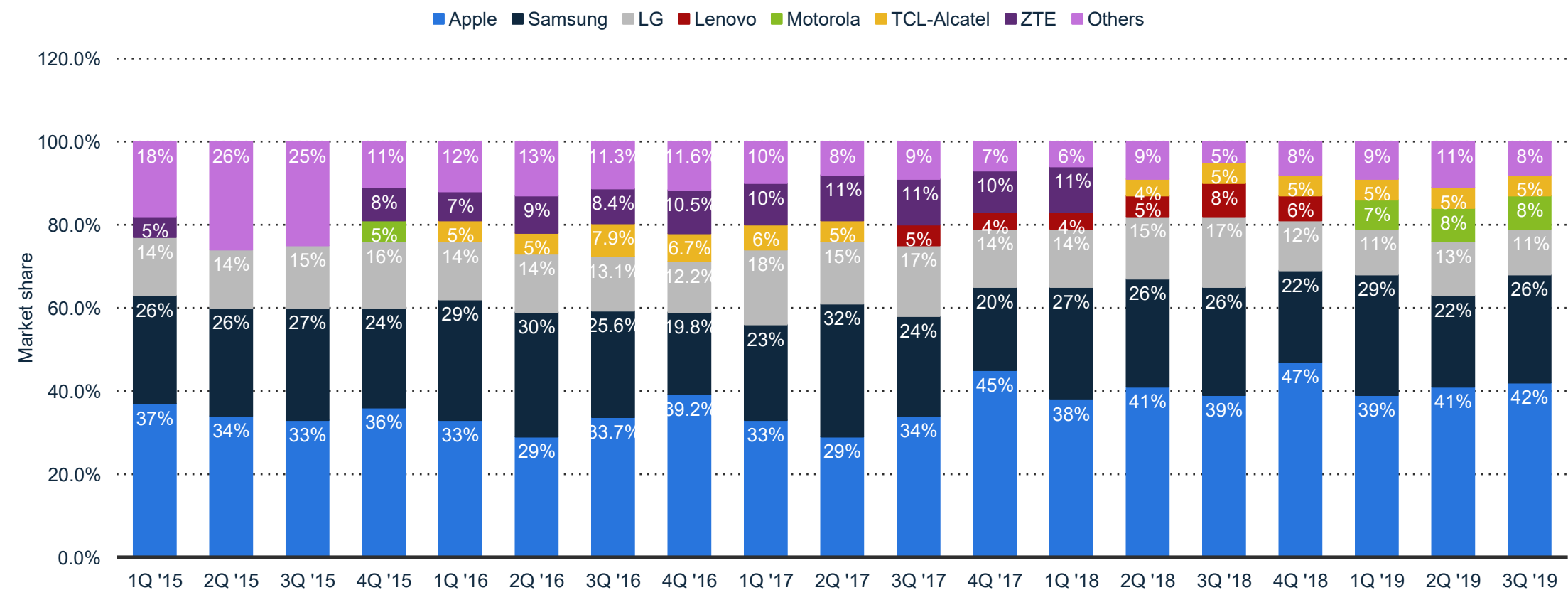
Share of smartphone subscribers in the United States by manufacturer 2013-2019



Note: United States; 2013 to 2019; Smartphone subscribers
Further information regarding this statistic can be found on [page 44](#).
Source(s): comScore; [ID 273697](#)

Smartphone shipments' share in North America by vendor from 1Q'15 to 3Q'19

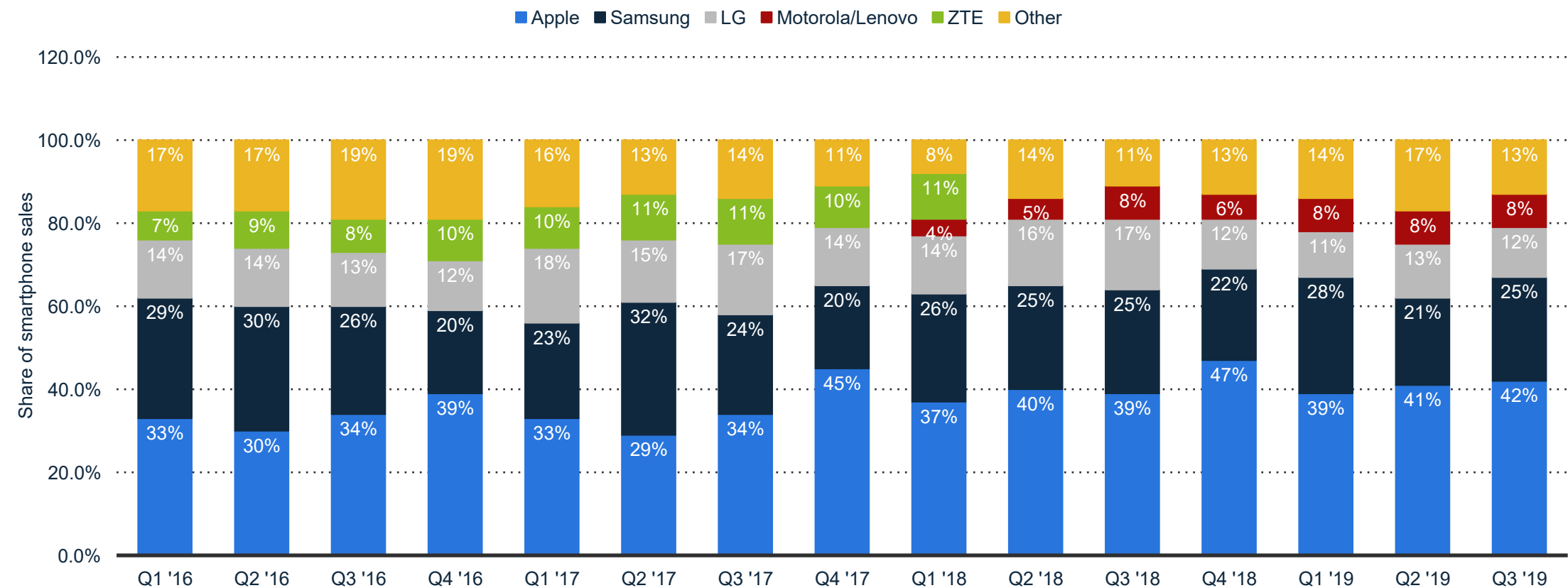
Share of smartphone shipments in North America 2015-2019, by vendor



Note: North America; 2015 to 2019
Further information regarding this statistic can be found on [page 45](#).
Source(s): Counterpoint Research; [ID 632574](#)

Manufacturers' market share of smartphone sales in the United States from 2016 to 2019

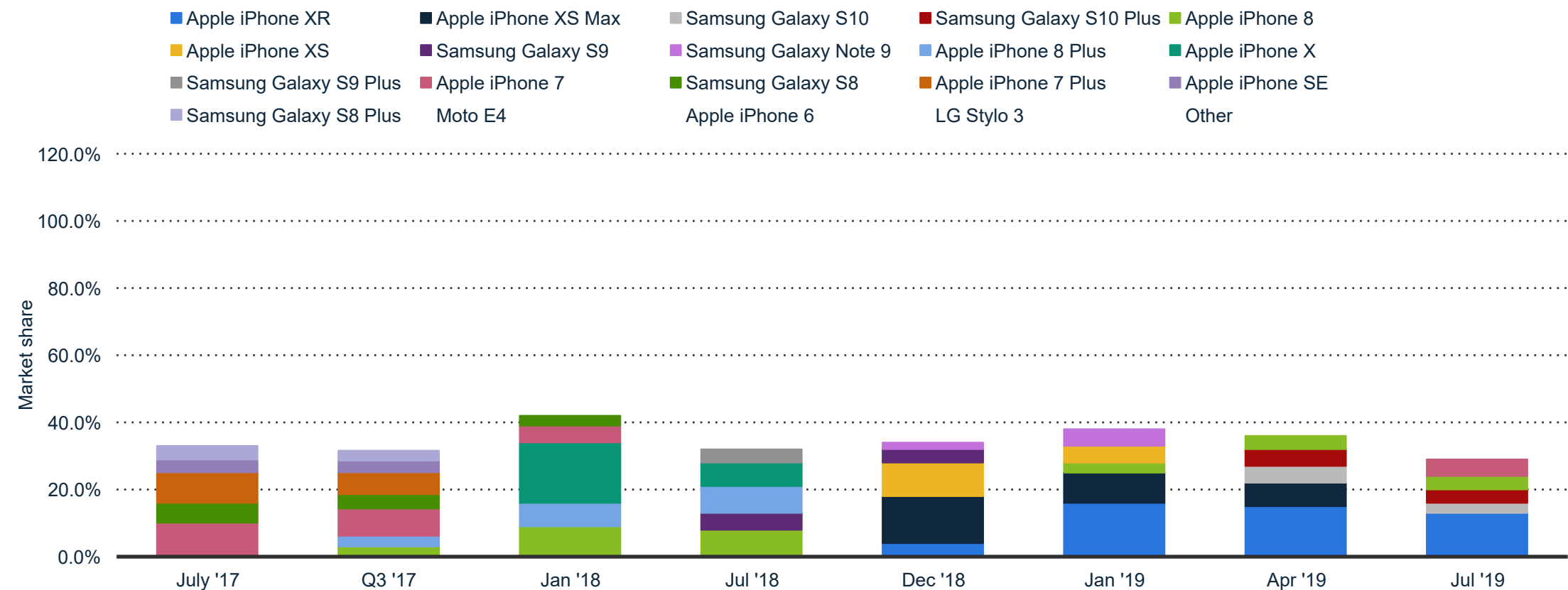
Share of smartphone sales in the United States by vendor 2016-2019



Note: United States; 2016 to 2019
Further information regarding this statistic can be found on [page 46](#).
Source(s): Counterpoint Research; [ID 620805](#)

Share of smartphone models sold in the United States from 2017 to 2019, by model

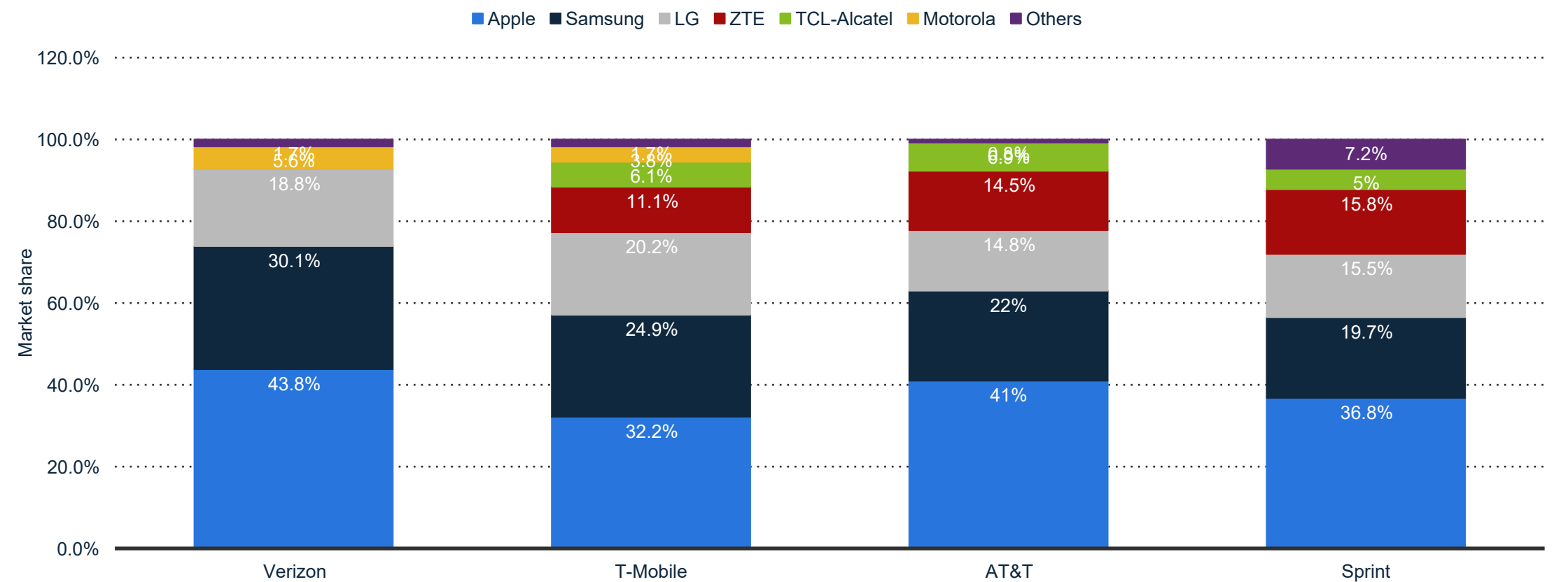
Smartphone market share in the U.S. 2017-2019, by model



Note: United States; 2017 to 2019
Further information regarding this statistic can be found on [page 47](#).
Source(s): Counterpoint Research; [ID 755671](#)

Smartphone sales share by carrier and brand/mmanufacturer in the United States in the third quarter of 2017

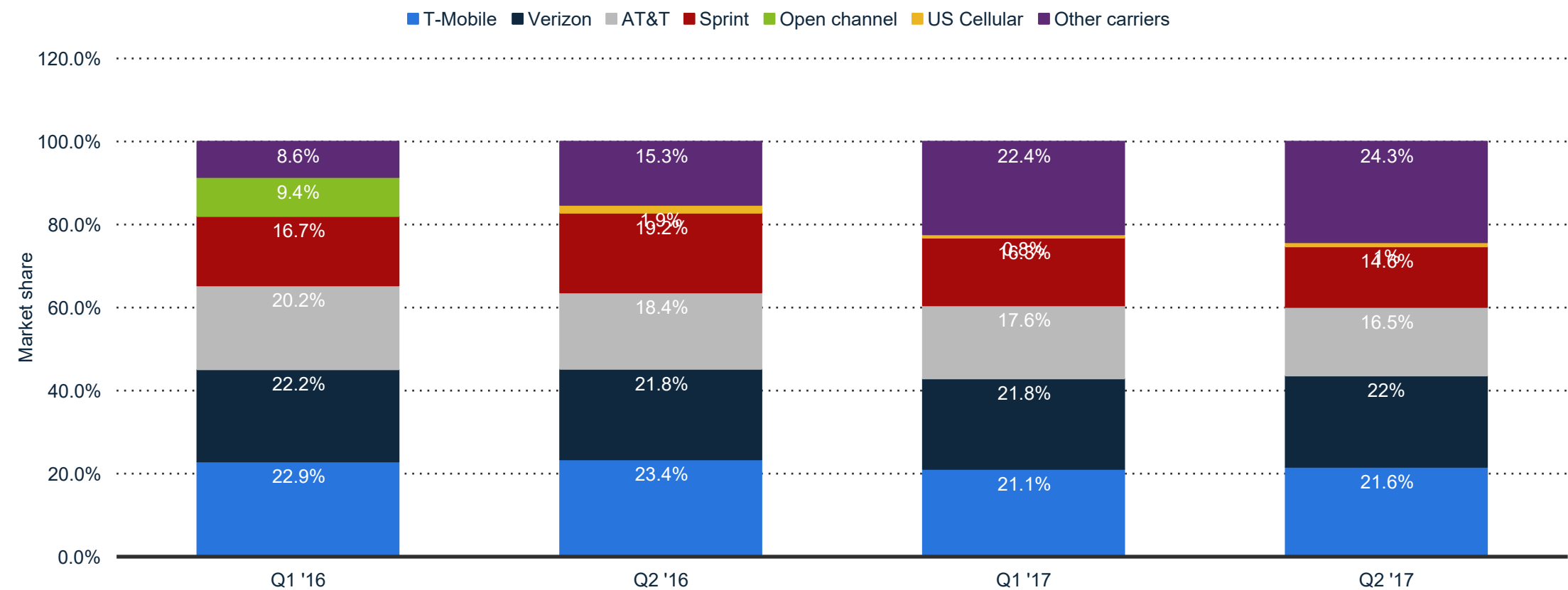
Share of smartphone sales in the U.S. by carrier and manufacturer 2017



Note: United States; Q3 2017
Further information regarding this statistic can be found on [page 48](#).
Source(s): Counterpoint Research; [ID 528986](#)

Smartphone sales share by carrier/channel in the United States in 2016 and 2017, by quarter

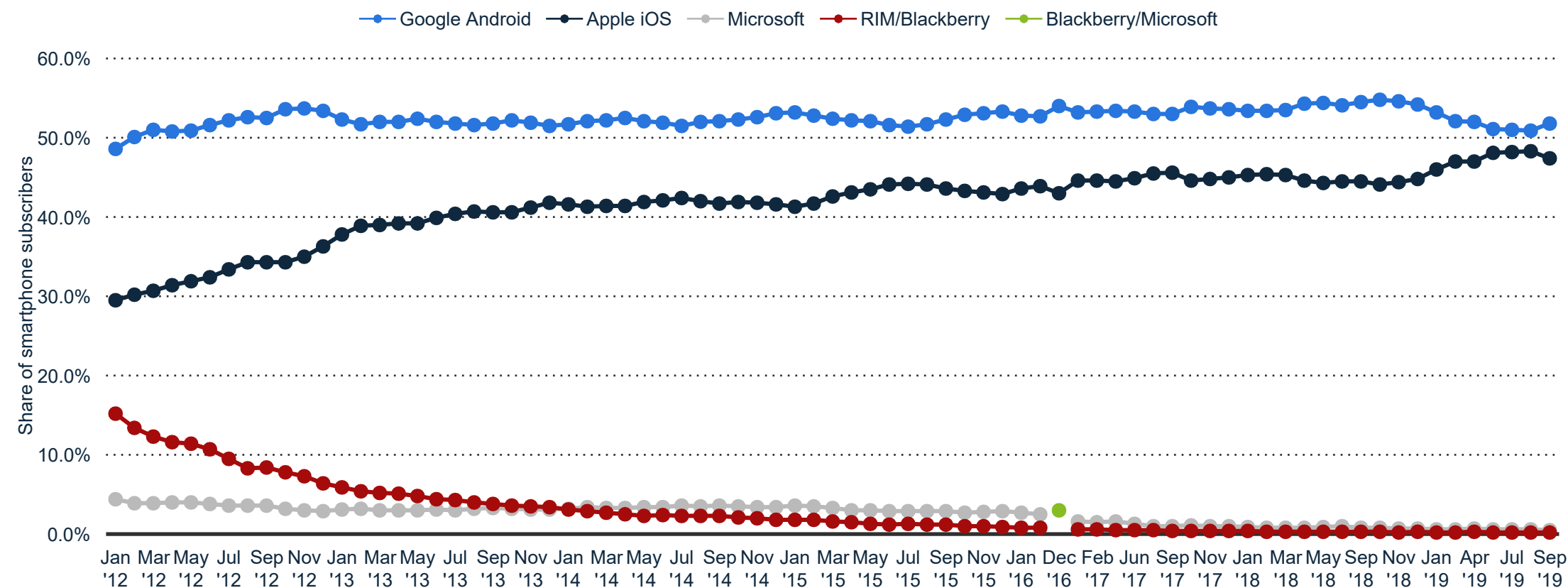
Share of smartphone sales in the U.S. 2016-2017, by carrier



Note: United States; 2016 to 2017
Further information regarding this statistic can be found on [page 49](#).
Source(s): Counterpoint Research; [ID 689863](#)

Subscriber share held by smartphone operating systems in the United States from 2012 to 2019

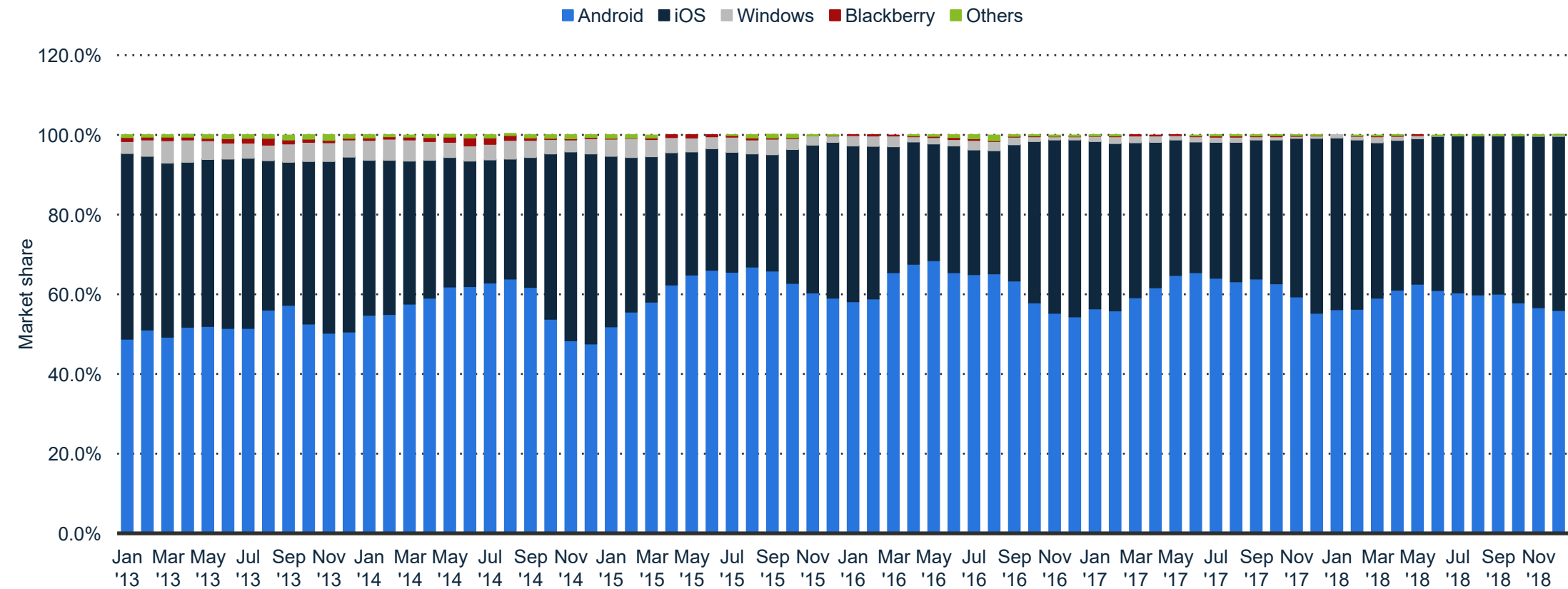
U.S. smartphone subscriber share by operating platform 2012-2019, by month



Note: United States; 2012 to 2019; 13 years and older; Smartphone subscribers
Further information regarding this statistic can be found on [page 50](#).
Source(s): comScore; [ID 266572](#)

Smartphone sales OS market share in the United States from 2013 to 2018, by month

Market share operating systems U.S. smartphone sales 2013-2018, by month



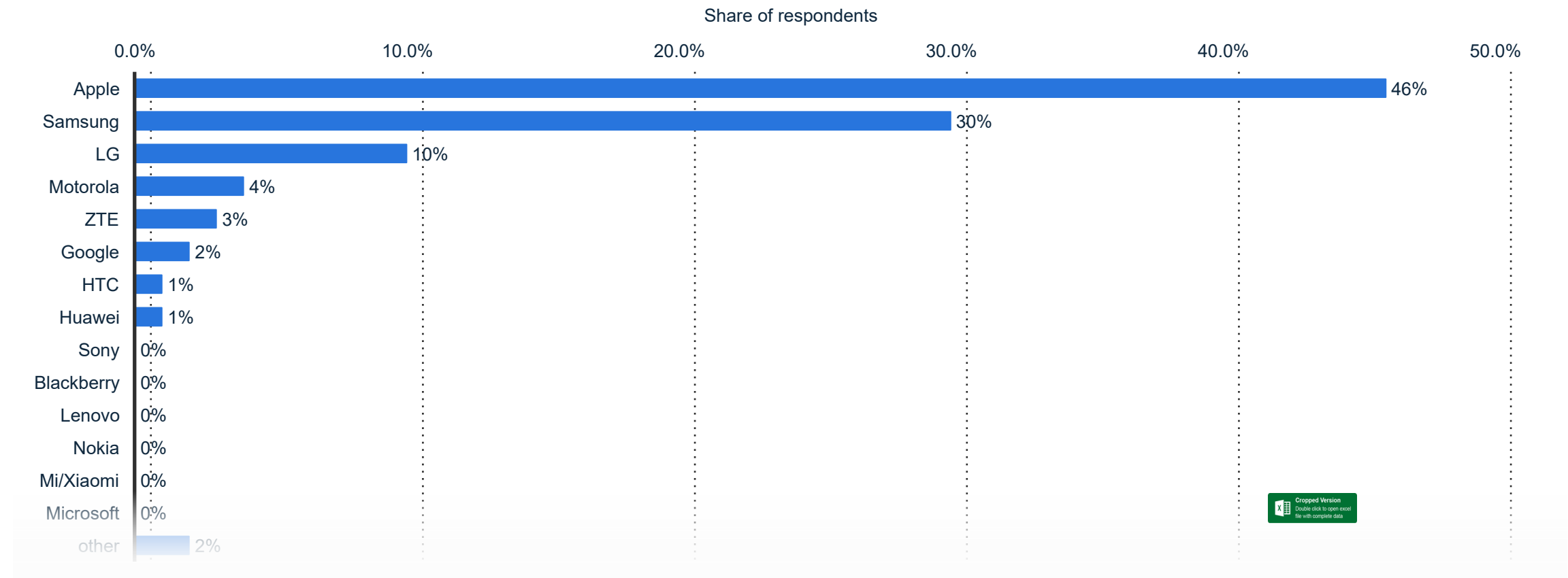
Note: United States; 2013 to 2018
Further information regarding this statistic can be found on [page 51](#).
Source(s): Kantar Worldpanel; [ID 274121](#)

SMARTPHONES IN THE U.S.

Usage & consumer behavior

What brand is your (primarily used) smartphone?

Popular smartphone brands in the U.S. 2019



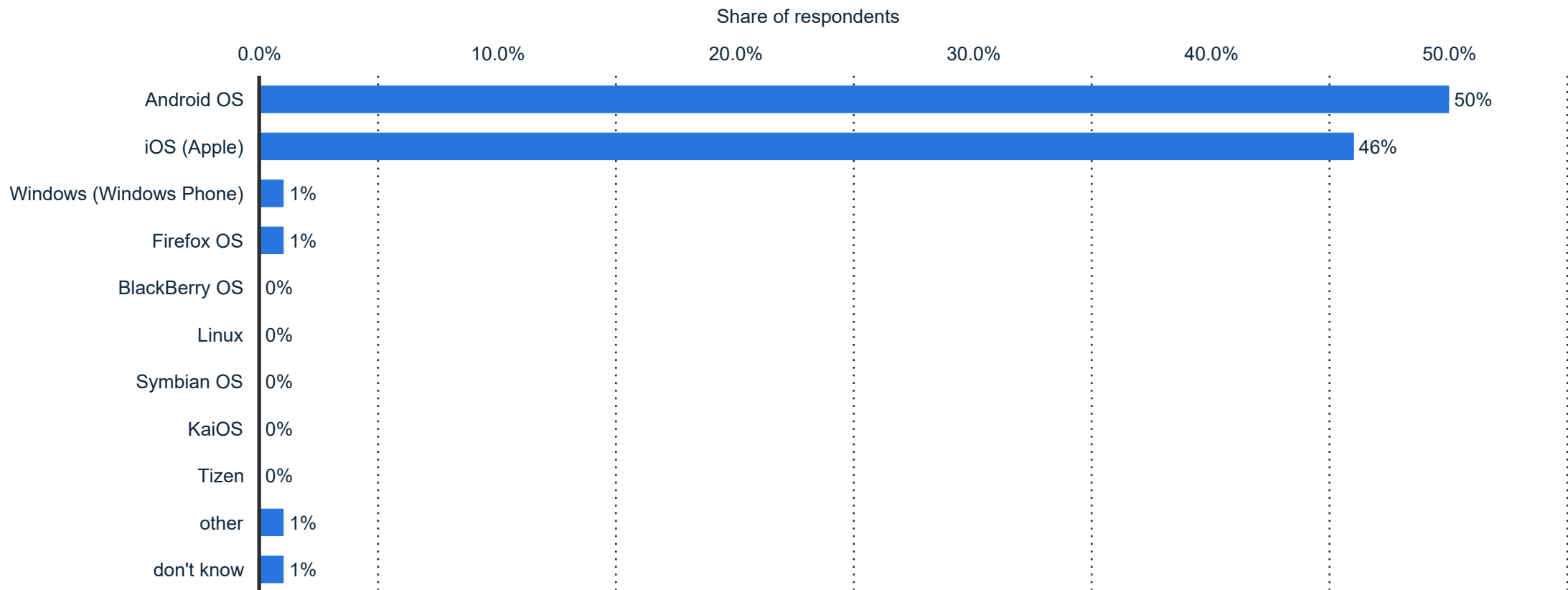
Note: United States; February 23 to March 21, 2019; 18-64 years; 3773 Respondents; respondents who use a smartphone

Further information regarding this statistic can be found on [page 52](#).

Source(s): Statista Global Consumer Survey; [ID 997241](#)

What operating system does your (primarily used) smartphone run on?

Smartphone by operating system in the U.S. 2019



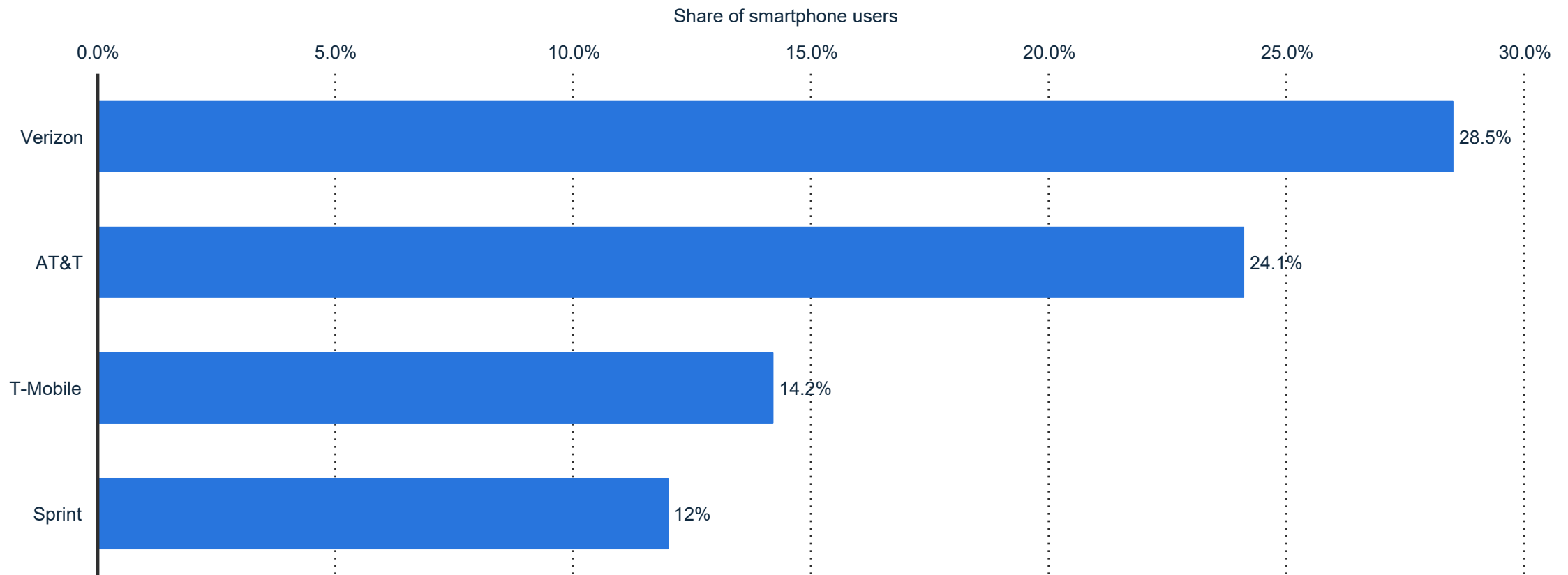
Note: United States; February 23 to March 21, 2019; 18-64 years; 3773 Respondents; respondents who use a smartphone

Further information regarding this statistic can be found on [page 53](#).

Source(s): Statista Global Consumer Survey; [ID 997100](#)

Share of smartphone users by carrier in the United States in the 1st quarter of 2018

Smartphone reach by carrier in the United States 1Q'18



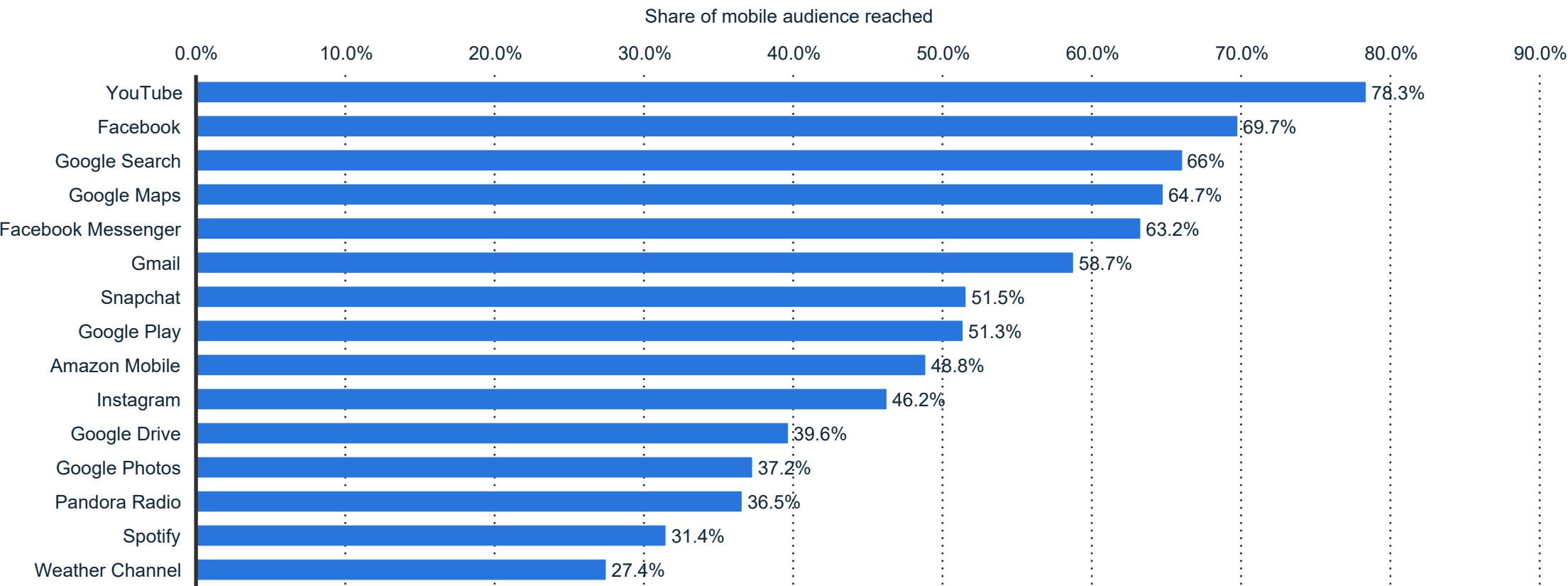
Note: United States; March 2018; 18 years and older; U.S. adults

Further information regarding this statistic can be found on [page 54](#).

Source(s): Verto Analytics; [ID 867107](#)

Mobile audience reach of leading smartphone apps in the United States as of August 2019

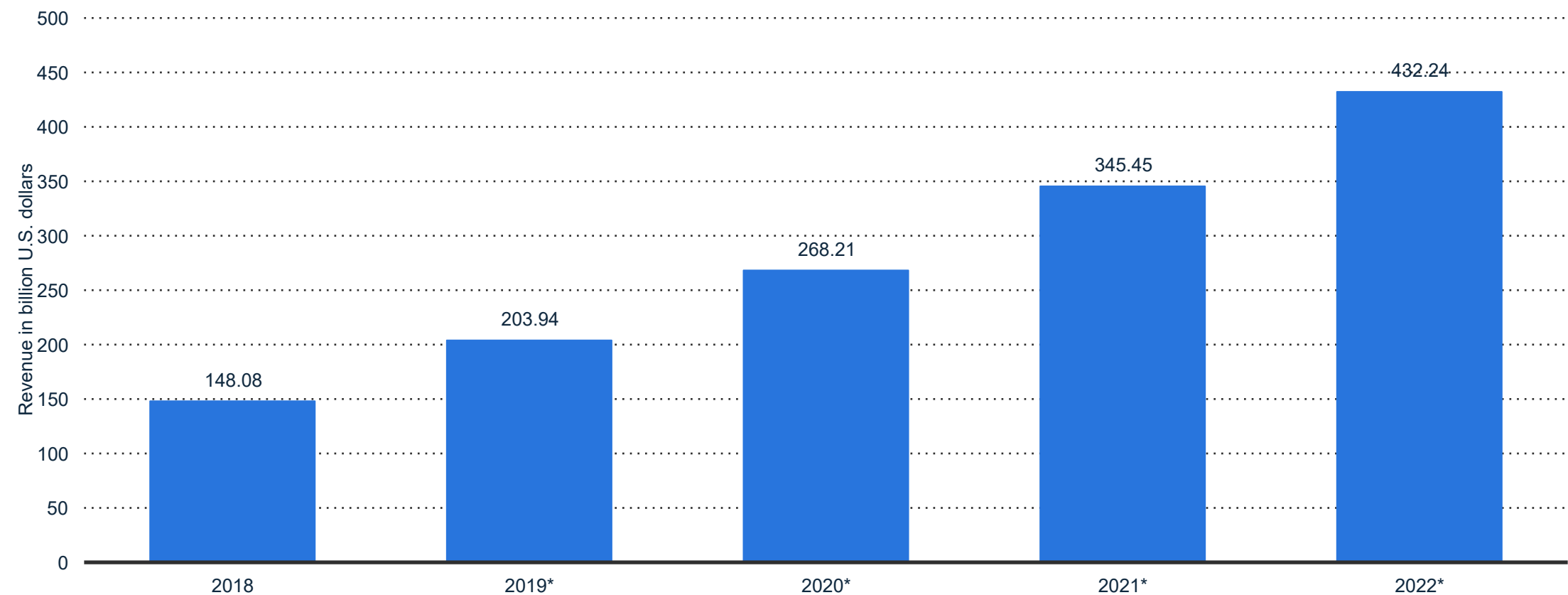
Reach of most popular U.S. smartphone apps 2019



Note: United States; August 2019; 18 years and older; iOS and Android platforms; smartphone only
Further information regarding this statistic can be found on [page 55](#).
Source(s): comScore; [ID 281605](#)

Retail m-commerce sales via smartphone in the United States from 2018 to 2022 (in billion U.S. dollars)

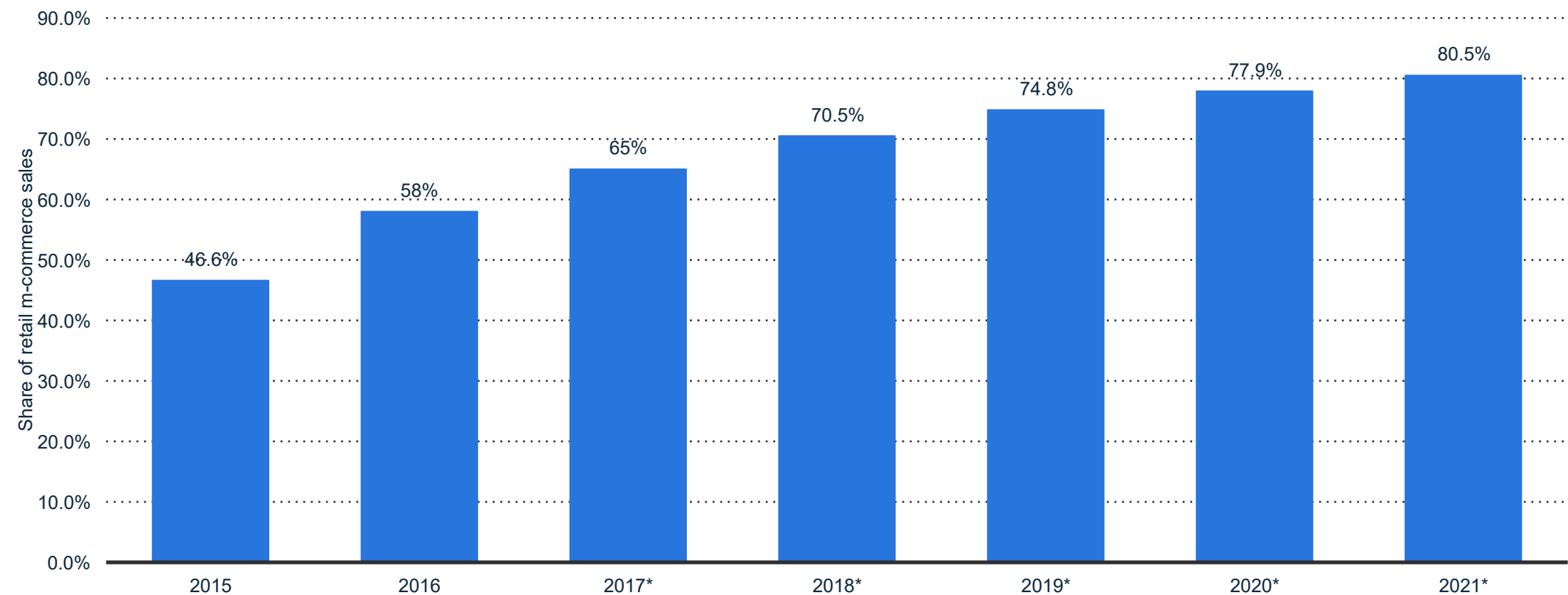
U.S. smartphone retail m-commerce revenue 2018-2022



Note: United States; 2018
Further information regarding this statistic can be found on [page 56](#).
Source(s): eMarketer; Various sources (Digital Media Solutions); [ID 276636](#)

Percentage of retail m-commerce sales via smartphone in the United States from 2015 to 2021

Share of retail m-commerce sales via smartphone 2015-2021



Note: United States; 2015 to 2016
Further information regarding this statistic can be found on [page 57](#).
Source(s): eMarketer; [ID 276888](#)

SMARTPHONES IN THE U.S.

References

Number of smartphone users in the United States from 2010 to 2023 (in millions)*

Smartphone users in the United States 2010-2023

Source and methodology information

Source(s)	Statista Digital Market Outlook
Conducted by	eMarketer; Statista Digital Market Outlook
Survey period	2010 to 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
Published by	Statista
Publication date	February 2019
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

* Forecast

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Smartphone penetration rate as share of the population in the United States from 2010 to 2021

Smartphone penetration in the U.S. as share of population 2010-2021

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2010 to 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
Published by	eMarketer
Publication date	May 2018
Original source	emarketer.com
Website URL	visit the website

Notes:

- * Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
- ** Forecast

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Percentage of U.S. Americans owning either a smartphone or another type of cell phone, by age group in 2018

Type of mobile phone owned by adults in the United States 2018

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	Jan 8-Feb 7, 2019
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	June 2019
Original source	pewinternet.org
Website URL	visit the website

Notes:

n.a.

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Percentage of U.S. adults who own a smartphone from 2011 to 2019

Smartphone ownership in the U.S. 2011-2019

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2011 to 2019*
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	June 2019
Original source	pewinternet.org
Website URL	visit the website

Notes:

"Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. For 2013 data, n=2,252 adults aged 18 and over and survey includes 1,127 cell phone interviews. Interviews were also conducted in Spanish. Source did not provide information for the number of respondents in 2016 and 2017.

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Share of adults in the United States who owned a smartphone from 2011 to 2018, by gender

Smartphone ownership in the U.S. 2011-2018, by gender

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	Jan 8-Feb 7, 2019
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	June 2019
Original source	pewinternet.org
Website URL	visit the website

Notes:

* The source did not provide information regarding the number of respondents in the most recent survey. "Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. Both 2011 and 2012 data include Spanish-language interviews. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews in English and Spanish. Source did not provide information for the number of respondents in 2016 and 2017

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Share of adults in the United States who owned a smartphone from 2011 to 2018, by ethnicity

Smartphone ownership in the U.S. 2011-2018, by ethnicity

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	Jan 8-Feb 7, 2019
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	June 2019
Original source	Mobile Technology and Home Broadband 2019, page 4
Website URL	visit the website

Notes:

"Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. Both 2011 and 2012 data include Spanish-language interviews. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews in English and Spanish. Source did not provide information for the number of respondents in 2016 and 2017

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Share of adults in the United States who owned a smartphone from 2011 to 2018, by location

Smartphone ownership in the U.S. 2011-2018, by location

Source and methodology information

Source(s)	Pew Research Center
Conducted by	PSRAI; Pew Research Center
Survey period	Jan 8-Feb 7, 2019
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	June 2019
Original source	Mobile Technology and Home Broadband 2019, page 4
Website URL	visit the website

Notes:

"Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. Both 2011 and 2012 data include Spanish-language interviews. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews in English and Spanish. 2014 - n = 2,001 2015 - n = 2,188 Source did not provide information for the number of respondents in 2016 and 2017

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Share of adults in the United States who owned a smartphone from 2011 to 2018, by household income

Smartphone ownership in the U.S. 2011-2018, by income

Source and methodology information

Source(s)	Pew Research Center
Conducted by	PSRAI; Pew Research Center
Survey period	Jan 8-Feb 7, 2019
Region(s)	United States
Number of respondents	1,502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	June 2019
Original source	pewinternet.org
Website URL	visit the website

Notes:

"Smartphone ownership" includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. Both 2011 and 2012 data include Spanish-language interviews. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews in English and Spanish. 2014 - n = 2,001 2015 - n = 2,188 Source did not provide information for the number of respondents in 2016 and 2017

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Smartphone sales value worldwide from 2013 to 2017 (in billion U.S. dollars), by region

Global smartphone sales value by region 2013-2017

Source and methodology information

Source(s)	GfK
Conducted by	GfK
Survey period	2013 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GfK
Publication date	January 2018
Original source	gfk.com
Website URL	visit the website

Notes:

* Emerging APAC - Bangladesh, India, Indonesia, Kampuchea (Cambodia), Malaysia, Myanmar, Philippines, Thailand, Vietnam ** Developed APAC - Australia, Hong Kong, Japan, New Zealand, Singapore, South Korea, Taiwan

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Smartphone sales value in North America from 2013 to 2017 (in billion U.S. dollars)

North America smartphone sales value 2013-2017

Source and methodology information

Source(s)	GfK
Conducted by	GfK
Survey period	2013 to 2017
Region(s)	North America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GfK
Publication date	January 2018
Original source	gfk.com
Website URL	visit the website

Notes:

n.a.

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Smartphone sales in the United States from 2005 to 2019 (in billion U.S. dollars)

Smartphone sales value in the United States 2005-2019

Source and methodology information

Source(s)	Consumer Technology Association; US Census Bureau
Conducted by	Consumer Technology Association; US Census Bureau
Survey period	2005 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Consumer Technology Association
Publication date	July 2019
Original source	cta.tech
Website URL	visit the website

Notes:

Data from 2005 to 2009: Census Bureau estimates Data from 2010 to 2012: Consumer Electronics Association (CEA) estimates * Projection

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Smartphone unit shipments in North America from 2013 to 2017 (in million units)

North America smartphone unit shipments 2013-2017

Source and methodology information

Source(s)	GfK
Conducted by	GfK
Survey period	2013 to 2017
Region(s)	North America, Canada, United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GfK
Publication date	January 2018
Original source	gfk.com
Website URL	visit the website

Notes:

n.a.

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Manufacturers' market share of smartphone subscribers in the United States from 2013 and 2019, by month*

Share of smartphone subscribers in the United States by manufacturer 2013-2019

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	2013 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Smartphone subscribers
Published by	comScore
Publication date	October 2019
Original source	comscore.com
Website URL	visit the website

Notes:

* Three month averages; No information available for March through December 2016

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Smartphone shipments' share in North America by vendor from 1Q'15 to 3Q'19

Share of smartphone shipments in North America 2015-2019, by vendor

Source and methodology information

Source(s)	Counterpoint Research
Conducted by	Counterpoint Research
Survey period	2015 to 2019
Region(s)	North America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Counterpoint Research
Publication date	November 2019
Original source	counterpointresearch.com
Website URL	visit the website

Notes:

n.a.

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Manufacturers' market share of smartphone sales in the United States from 2016 to 2019

Share of smartphone sales in the United States by vendor 2016-2019

Source and methodology information

Source(s)	Counterpoint Research
Conducted by	Counterpoint Research
Survey period	2016 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Counterpoint Research
Publication date	November 2019
Original source	counterpointresearch.com
Website URL	visit the website

Notes:

n.a.

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Share of smartphone models sold in the United States from 2017 to 2019, by model

Smartphone market share in the U.S. 2017-2019, by model

Source and methodology information

Source(s)	Counterpoint Research
Conducted by	Counterpoint Research
Survey period	2017 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Counterpoint Research
Publication date	November 2019
Original source	counterpointresearch.com
Website URL	visit the website

Notes:

n.a.

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Smartphone sales share by carrier and brand/manufacturer in the United States in the third quarter of 2017

Share of smartphone sales in the U.S. by carrier and manufacturer 2017

Source and methodology information

Source(s)	Counterpoint Research
Conducted by	Counterpoint Research
Survey period	Q3 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Counterpoint Research
Publication date	November 2017
Original source	counterpointresearch.com
Website URL	visit the website

Notes:

n.a.

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Smartphone sales share by carrier/channel in the United States in 2016 and 2017, by quarter

Share of smartphone sales in the U.S. 2016-2017, by carrier

Source and methodology information

Source(s)	Counterpoint Research
Conducted by	Counterpoint Research
Survey period	2016 to 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Counterpoint Research
Publication date	August 2017
Original source	counterpointresearch.com
Website URL	visit the website

Notes:

The source did not publish data for all quarters

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Subscriber share held by smartphone operating systems in the United States from 2012 to 2019

U.S. smartphone subscriber share by operating platform 2012-2019, by month

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	2012 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	13 years and older
Special characteristics	Smartphone subscribers
Published by	comScore
Publication date	November 2019
Original source	comscore.com
Website URL	visit the website

Notes:

The figure for each month is calculated from the average over the three month period prior to the respective month.

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Smartphone sales OS market share in the United States from 2013 to 2018, by month

Market share operating systems U.S. smartphone sales 2013-2018, by month

Source and methodology information

Source(s)	Kantar Worldpanel
Conducted by	Kantar Worldpanel
Survey period	2013 to 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kantar Worldpanel
Publication date	January 2019
Original source	kantarworldpanel.com
Website URL	visit the website

Notes:

* ComTech tracks mobile phone behaviour, including purchasing of phones, mobile phone bills/airtime, source of purchase and phone usage. The data excludes enterprise sales.s

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What brand is your (primarily used) smartphone?

Popular smartphone brands in the U.S. 2019

Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	February 23 to March 21, 2019
Region(s)	United States
Number of respondents	3773
Age group	18-64 years
Special characteristics	respondents who use a smartphone
Published by	Statista
Publication date	April 2019
Original source	statista.com
Website URL	visit the website

Notes:

n.a.

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What operating system does your (primarily used) smartphone run on?

Smartphone by operating system in the U.S. 2019

Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	February 23 to March 21, 2019
Region(s)	United States
Number of respondents	3773
Age group	18-64 years
Special characteristics	respondents who use a smartphone
Published by	Statista
Publication date	April 2019
Original source	statista.com
Website URL	visit the website

Notes:

n.a.

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Share of smartphone users by carrier in the United States in the 1st quarter of 2018

Smartphone reach by carrier in the United States 1Q'18

Source and methodology information

Source(s)	Verto Analytics
Conducted by	Verto Analytics
Survey period	March 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	U.S. adults
Published by	Verto Analytics
Publication date	May 2018
Original source	vertoanalytics.com
Website URL	visit the website

Notes:

n.a.

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Mobile audience reach of leading smartphone apps in the United States as of August 2019

Reach of most popular U.S. smartphone apps 2019

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	August 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	iOS and Android platforms; smartphone only
Published by	comScore
Publication date	September 2019
Original source	comscore.com
Website URL	visit the website

Notes:

n.a.

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Retail m-commerce sales via smartphone in the United States from 2018 to 2022 (in billion U.S. dollars)

U.S. smartphone retail m-commerce revenue 2018-2022

Source and methodology information

Source(s)	eMarketer; Various sources (Digital Media Solutions)
Conducted by	eMarketer
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Various sources (Digital Media Solutions)
Publication date	April 2019
Original source	digitalmediasolutions.com
Website URL	visit the website

Notes:

*Forecast Includes products or services ordered using the internet via smartphones, regardless of the method of payment or fulfillment. Excludes travel and event ticket sales.

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Percentage of retail m-commerce sales via smartphone in the United States from 2015 to 2021

Share of retail m-commerce sales via smartphone 2015-2021

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2015 to 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	March 2017
Original source	emarketer.com
Website URL	visit the website

Notes:

*Forecast Includes products or services ordered using the internet via smartphones, regardless of the method of payment or fulfillment; excludes travel and event ticket sales.

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