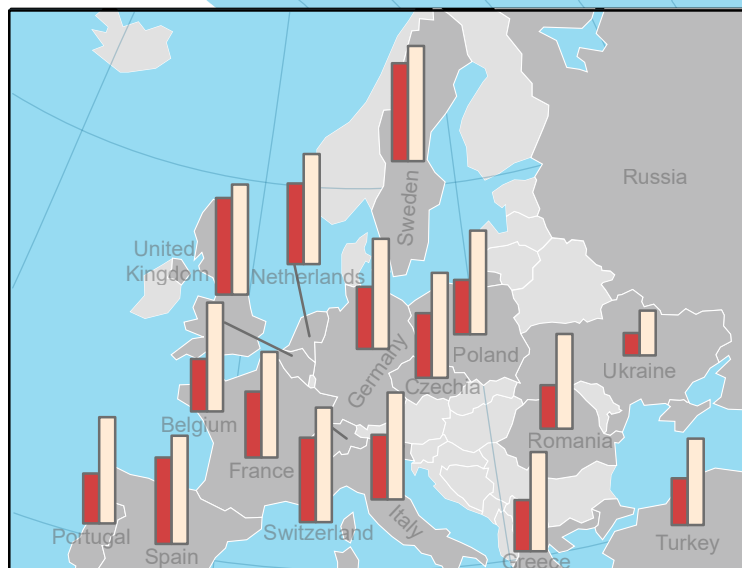
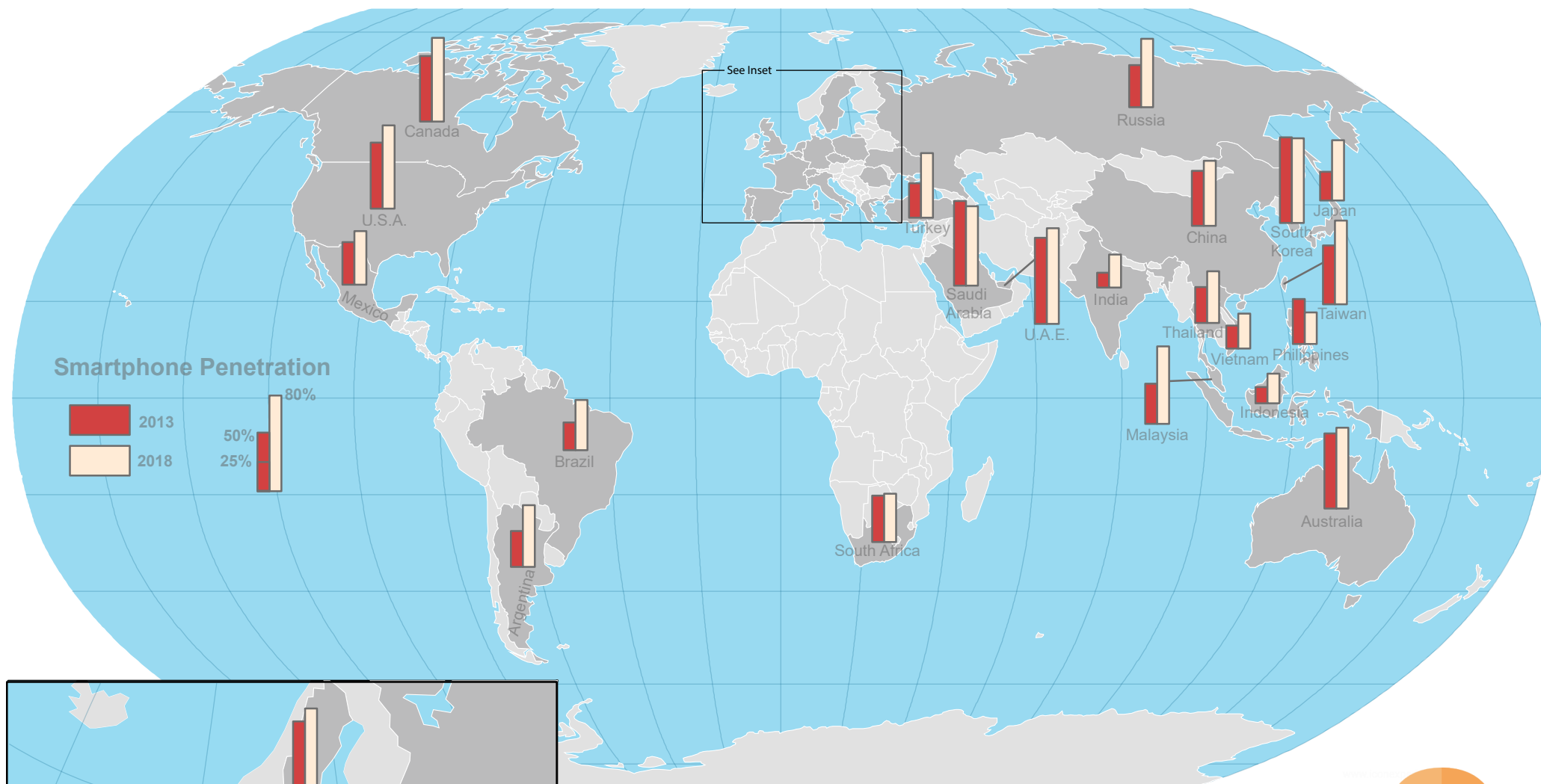
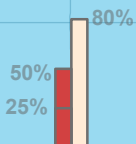




Smartphone Penetration Change between 2013 and 2018

Smartphone Penetration



This map shows the change of smartphone penetration (the percent of smart phone users) between 2013 and 2018 in 36 selected countries or regions. The data is from Newzoo's Global Mobile Market Report 2018 and Google's Our Mobile Planet in 2013. Countries in Southeast Asia and Eastern Europe have the greatest growth. In 2018, around 36% of the world's population uses smartphone.

