

Smartphones Driving Accessory Revenue

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According to ABI Research smartphones will be the driver for the global 2012 aftermarket mobile accessory market-- making \$20 billion (out of a total of \$36BN) thanks to smartphone owners spending more on accessories.



The analyst says feature phone customers will spend an average of \$28.17 on accessories per device, while smartphone customers will spend \$56.18. How come? A combination of accessories costing more while customers buying more accessories for smartphones.

ABI Research says smartphone accessory revenues will grow to \$38BN by 2017, while feature phone accessories will decline to \$12BN.

However customers will have increasing expectations for their purchases-- "accessories must focus on delivering tighter integration with smartphone functionality and features offering a more intelligent accessory product or smart accessory," the analyst concludes.

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