

Press release

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Smartphones: positive development of the Belgian market in 2019

Leuven, January 8, 2020 – After a stable first semester, GfK experts expect the smartphone market in Belgium to grow both in value and number of units sold.

Latest figures released by GfK illustrate the positive dynamic at work on the Belgian market for smartphones. By the end of November 2019, Belgian consumers already bought over 2.6 million smartphones, an increase of +2.8% in units, generating a turnover over 1 billion EUR.

Caroline Denizot, GfK expert on the Belgian telecom market, explains:

“This situation is very promising for two reasons. Firstly, the January-November trend shows a strong increase in turnover (+6.6%) that is driven by a higher average price per unit. It demonstrates that Belgian consumers are definitely more attracted by Premium smartphones, which has a positive impact on the market value. Secondly, these figures will increase even more thanks to Christmas shopping and December sales: smartphones have been popular high-tech gifts for years now and 2019 will be no exception.”

More data will be released by mid-February for the MWC Barcelona.

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Smartphones: dynamique positive pour le marché belge en 2019

Leuven, Jan. 8, 2020 – Après un 1er semestre stable, les experts GfK prévoient de la croissance pour le marché du smartphone en Belgique, tant en chiffre d'affaires qu'en nombre d'unités vendues.

Les dernières données GfK illustrent la dynamique positive à l'œuvre sur le marché belge. A fin Novembre 2019, les consommateurs belges avaient déjà acheté plus de 2,6 millions de smartphones, en hausse de +2,8% en volume, générant un chiffre d'affaires de plus d'1 milliards EUR.

Caroline Denizot, expert Télécom de GfK Belgique, explique: “Cette situation offre de belles perspectives pour les acteurs du marché, et ce pour 2 raisons. Tout d'abord, la période Janvier-Novembre présente une forte augmentation du CA généré à +6.6%, due à une hausse du prix moyen par smartphone. Cela illustre l'attractivité des modèles Premium auprès des consommateurs belges, et l'impact positif sur la valorisation du marché. Ensuite, nous attendons encore des bonnes nouvelles pour le marché en intégrant les ventes réalisées en Décembre. En effet, le smartphone est un cadeau de fin d'année incontournable depuis plusieurs années et 2019 ne fera pas exception à la règle.”

Données complètes 2019: publication mi-février à l'occasion du MWC de Barcelone.

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