

WHERE ARE SMARTPHONE SHOPPERS SHOPPING?

As we delve into the preferences of consumers intending to purchase a new smartphone or tablet within the next three months, we discover their favored online shopping destinations. The intrigue also deepens as we explore the differences in website visitation based on the users' current operating systems.

 **60%**

of Android Users looking to purchase a mobile phone/tablet in the next 3 months visited Amazon.com

90% 

of iOS Users looking to purchase a mobile phone/tablet in the next 3 months visited Amazon.com

 **52%**

of iOS Users looking to purchase a mobile phone/tablet in the next 3 months visited Walmart.com


Walmart

23% 

of Android Users looking to purchase a mobile phone/tablet in the next 3 months visited eBay.com

ebay

30% 

of Android Users looking to purchase a mobile phone/tablet in the next 3 months visited Walmart.com

84% 

of iOS Users looking to purchase a mobile phone/tablet in the next 3 months visited Apple.com



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Data witnessed June 2023.

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