

SMARTPHONES: WHAT IS THE PRICE OF COUNTERFEITS?



HOW MANY SMARTPHONES ARE CONNECTED?



3.1 billion



50% Of the world's population has a smartphone connection



382 million

75% EU citizens have a smartphone connection

HOW MANY PEOPLE BOUGHT A SMARTPHONE IN 2015?

1 in 6



people in the world



1 in 3



people in EU

As smartphones become more popular, so do counterfeits.

SALES LOST

€45.3 billion

184 million

smartphones not sold worldwide

12.9%

Percentage of lost sales due to counterfeits worldwide

SALES LOST

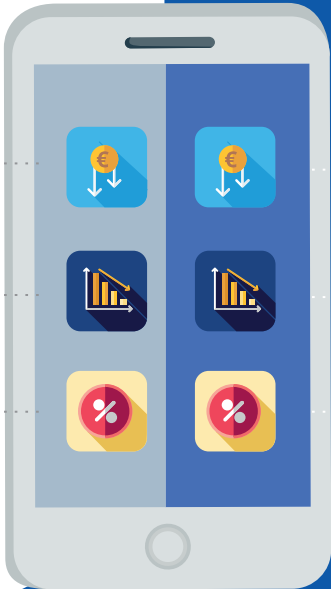
€4.2 billion

14 million

smartphones not sold in EU

8.3%

Percentage of lost sales due to counterfeits in EU



TOP 5 EU COUNTRIES FOR ABSOLUTE SALES LOST

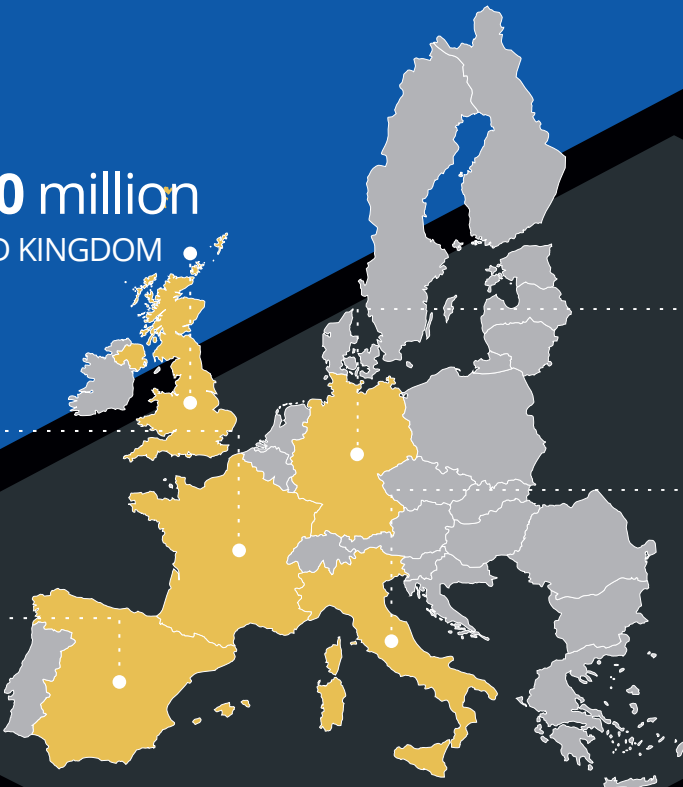
€660 million
UNITED KINGDOM

€564 million
GERMANY

€380 million
FRANCE

€885 million
ITALY

€386 million
SPAIN



Source: The Economic Cost of IPR Infringement in the Smartphones Sector (joint EUIPO/ITU study)