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

SALES LOST

€45.3 billion
184 million smartphones not sold worldwide
12.9% Percentage of lost sales due to counterfeits worldwide

€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

€685 million
UNITED KINGDOM

€564 million
GERMANY

€885 million
ITALY

€380 million
FRANCE

€386 million
SPAIN

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