

m-commerce

Global Status Check 2012

The Status of m-commerce



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1st of Februar 2013

3.5. m-commerce budgets and revenues

The budget spent on developing and operating m-commerce solutions varies significantly. 13,2% of mobile shopping operators spent upwards of US\$ 1 Mio. in 2012. On contrary, the budget of almost one third of companies is less than US\$ 20.000. Budgets tend to increase slightly from 2011 to 2012.

Figure 15: m-commerce budget for 2011 and 2012 (US\$)



The relative low budget did match with the revenue m-commerce solutions generated in the early days in 2010. A great part (40,6%) of the mobile shops made a turnover of less than US\$ 100.000. Some mobile shops have made more than US\$ 1 Mio., but their share was relatively low (14,4%). The share of "plus US\$ 1 Mio. mobile shops" has increased since then, reaching 31,4 % in 2012 (estimated).

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