

# INMOBI MOBILE SHOPPING RESEARCH HIGHLIGHTS

## GERMANY RESULTS



NON-MOBILE SHOPPERS  
45%

MOBILE SHOPPERS  
55%

10.5 MILLION GERMAN MOBILE SHOPPERS

(Source: comScore Mobilens May 2011, InMobi Mobile Shopping Research March 2011)

HAVE YOU EVER PURCHASED ANY OF THE FOLLOWING PRODUCTS VIA YOUR MOBILE DEVICE?



What is your preferred method to shop?

MOBILE  
COMPUTER

