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FOR IMMEDIATE RELEASE

Adobe Reveals the Most Mobile Countries of 2015

- Saudi Arabia is the most mobile country with over 60% share of visits
- Ireland tops Europe as being most mobile with nearly half the share of visits
 - Global average share of visits from mobile is over a third at 37%
- While smartphone usage continues to grow, tablet browsing is declining

London, UK – 24th February 2016 – Today at Mobile World Congress, Adobe has released its latest [Adobe Digital Index](#) data, revealing the most mobile countries of 2015. The year saw global share of visits to websites from mobile devices at 37%, a year-on-year (YoY) growth of 18%.

According to the Digital Index, Saudi Arabia is the most mobile country, with mobile accounting for 62% of share of visits by the end of 2015. It's the only country where mobile accounted for over 50% of its total visits. It saw significant mobile growth in the past year, with a 16 point increase in mobile share of visits.

The top five mobile countries include:

- Saudi Arabia: 62%
- Ireland: 49%
- Philippines: 47%
- Japan: 47%
- United Kingdom: 44%

The US saw 38% of visits coming from mobile in 2015, with France and Germany 34% and 32% respectively. The least mobile countries include the Czech Republic at 22% and Brazil at 28%.

The Digital Index shows that the trend of smartphone growth corresponding to tablet decline is a global trend, as the majority of countries found a decline in tablet use in 2015. Average relative decline was 7% with India having the largest relative decline YoY in tablet share-of-visits, at 35%.

The top countries that saw the most significant growth in smartphone share of visits were Slovakia (69%), Belgium (66%), Czech Republic (65%) and China (65%).

Tamara Gaffney, principal at Adobe Digital Index commented: *"There was a time when tablet browsing surpassed smartphone browsing, and that trajectory was expected to continue," said. "Since then, browsing growth by these devices has decreased significantly, and we think this is mainly because smartphone screens are getting bigger. Now, instead of buying both a smartphone and a tablet, people are opting for 'phablets' and relying on just this one device—with a larger screen—for all of their browsing.*

"The data from 2015 should be a wake-up call for organisations in Europe. They must accept they have to make mobile a strategic priority and they must keep up with the changes in mobile consumption habits, fueled by the emergence of ever more sophisticated devices."

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Full list of countries analysed and mobile share of visits:

Saudi Arabia	61.96%
Ireland	49.35%
Philippines	47.11%
Japan	47.04%
United Kingdom	43.92%
Sweden	43.31%
Canada	40.92%
Australia	39.77%
Italy	39.44%
Netherlands	38.51%
United States	37.72%
Spain	37.46%
China	34.75%
New Zealand	34.73%
India	34.37%
France	33.81%
Switzerland	32.98%
Germany	32.28%
Finland	31.78%
Denmark	31.60%
Belgium	31.02%
Portugal	30.16%
Austria	29.88%
Slovakia	29.40%
Brazil	28.14%
Czech Republic	22.21%

Helpful Links

[ADI: Who Needs To Browse On A Tablet—That's What A Phablet's For](#) - CMO.com

About Adobe Digital Index

Adobe Digital Index publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous and aggregated data from over 4,500 major companies worldwide that use

Adobe Marketing Cloud to obtain actionable data and analysis of activity on their websites. The 2015 Online Shopping Forecast's margin of error is three percent with a 90 percent confidence level.

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