

Mobile commerce continues to grow

Mobile commerce is most certainly climbing up the ranks and [according to statistics](#), roughly 30% of mobile phone users now and 27 minutes per day using their devices.

This company compiled an insanely detailed list which points out the future of the mobile marketing industry. The stats are telling, and according to the findings, 87% of the 7 billion people worldwide are in passion of a mobile phone. With smartphone sales climbing up by a full 63% from 2010, there has also been a total of 488.5 million devices sold since 2011.

Other statistics are equally as exciting. Broadband subscriptions are now outnumbered by mobile web subscriptions at a rate of 2 to 1. As for mobile web users, they make up 17% of the worldwide population, that's well over 1.2 billion users accessing the mobile web on a daily basis.

Searches are now very popular on mobile phones, with one in seven searches made on a feature or smartphone. Social networking has exploded on mobile phones, with Facebook in particular seeing incredible growth. From 2009 to 2011, Facebook has expanded by 200 million users.

The infographic reveals other juicy facts. Mobile commerce is well expected to grow even further by 2015, to well over US\$100-billion. When you consider the fact that mobile marketing was worth only US\$1-billion in 2009, this is unprecedented growth of note.

With this in mind, will mobile commerce ever surpass the almighty e-commerce? View the [infographic](#) and see how mighty mobile has truly become.

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