

Touch Interfaces Touch on Europeans

Written by Marco Attard
04 January 2011

European consumers prefer phones with an advanced OS and touchscreens, GFK reports.



The market share for handsets with an advanced OS is now 26.9%, up from 13 months ago's 13.8%. The UK leads the trend in Europe, with 43.% of handsets carrying an advanced OS.

Google's Android comes in 20% of handsets sold in September 2010.

Meanwhile over 33% of handsets sold in September 2010 are touchscreen-based, up 21% from the same month a year ago.

GFK says this only means the mobile web and OS markets will be even more competitive this year.

Go [Europeans Embrace Advanced OS and Touchscreen Technologies](#)