

Kantar Worldpanel COMTECH Launches Largest Mobile Consumer Panel In Japan

Contributed by Kantar Worldpanel
Thursday, 20 September 2012

Global market research expert Kantar Worldpanel ComTech is further expanding its mobile and tablet panel operation by launching a new panel in Japan this month. It will be the largest mobile consumer panel of its kind and the first to use a continuous survey methodology to provide insight into one of the world's most dynamic mobile phone markets.

Nic Lewisohn, managing director at Kantar Worldpanel ComTech, explains further: "Historically the Japanese mobile phone market has been something of an anomaly with non-Japanese brands failing to gain any real traction. However, this picture is changing rapidly as one in three smartphones sold last year were iPhones. Japan is the world's third largest economy and has the tenth highest population making it a hugely important market which global mobile phone players can no longer afford to ignore.

It is through combining ComTech's unique methodology and large sample size of 10,000 consumers that we have, for the first time, the ability to accurately report key aspects of the Japanese market that will help operators, manufacturers and networks to make successful business decisions. The results will include insights into mobile phone ownership, sales, usage, loyalty, pricing and forecasting."

The new Kantar Worldpanel ComTech service will interview the same nationally representative sample of 10,000 Japanese consumers every month culminating in 120,000 completed interviews per year with the first results from this panel expected in the fourth quarter of 2012.

About Kantar Worldpanel

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