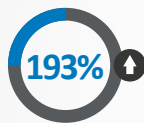


Wireless Charging Has the Mobile Industry Buzzing

Wireless charging mat sales are getting a boost in the U.S., thanks in part to new products that allow consumers to charge their phones wirelessly. Sales in the fourth quarter of 2017 accounted for 60% of sales of these devices for the year—and 2018 started strong, too. **Here's a closer look.**

Triple-digit growth

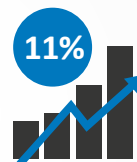
Q4 2017
compared to
Q4 2016



Dollar Sales



Unit Sales



January 2018 sales more than **doubled** compared to same month year-ago, totaling 11% of mobile power market revenue

The iPhone 8 effect

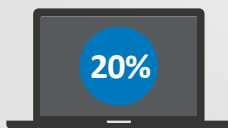


Wireless charging mat average weekly sales after launch were nearly **three times higher** than during the **13 weeks** before launch.

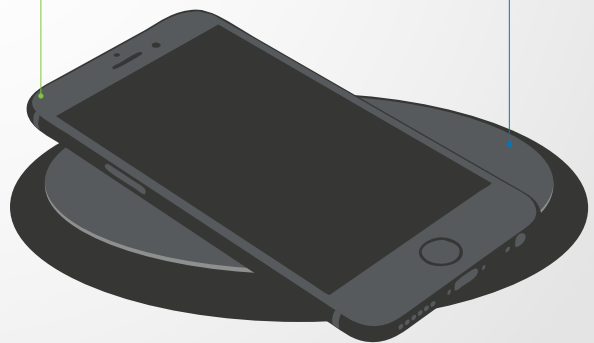
Reaching new heights in the online channel



of wireless charging unit sales in **2017** occurred in the **fourth quarter**



of all online sales in the mobile power market in **December 2017** came from wireless charging devices



Online dollar sales of wireless charging mats were more than three times higher in January 2018 than in January 2017

“New smartphones often deliver rapid growth opportunities in the mobile accessories space—this growth in wireless charging is a prime example. We expect to continue to see high revenue growth in this category in 2018, as more companies deliver innovative products into the category.”
—Stephen Baker, Industry Advisor, Technology & Mobile, The NPD Group

Source: The NPD Group/Checkout E-commerce Tracking and Retail Tracking Service

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

