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**WORLD WORKFORCE 2015**

**AMERICAS**
- 182.5 mil mobile workers in 2010
- 212.1 mil mobile workers in 2015

**EUROPE, MIDDLE EAST, AFRICA**
- 186.2 mil mobile workers in 2010
- 244.6 mil mobile workers in 2015

**ASIA PACIFIC**
- 629.6 mil mobile workers in 2010
- 877.3 mil mobile workers in 2015

The worldwide market for smart connected devices is a combination of desktop PCs, notebook PCs, smartphones, and tablets.

**SMART CONNECTED DEVICES 2010-2015**
- 230 mil devices in 2010
- 570 mil devices in 2015
- 229 mil devices in 2010
- 513 mil devices in 2015
- 236 mil devices in 2010
- 766 mil devices in 2015

**SOURCE:** IDC WORLDWIDE MOBILE WORKER POPULATION 2011-2015 FORECAST (IDC #232073)

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In the next 4 years... The CAGR of tablets will be 3X faster than PCs.

Europe, Middle East, Africa

Smart Connected Devices 2010-2015

Smartphones

Notebook PC

Tablet

Asia Pacific

1 in 5 desktops sold in Asia/Pacific will be an all-in-one by 2015.

Asia Pacific consumers will account for half of the mobile phones shipped globally.

1 in 4 notebooks sold globally will be an ultra-slim notebook (including Intel ultrabooks).

31% of retailers in Asia-Pacific have adopted mobile wireless solutions for store and customer relations systems.

50% of enterprises surveyed are looking to introduce wireless/mobile solutions in 2012.

Smartphone use in Asia Pacific healthcare to grow at a CAGR of 14% till 2015.

Tablet use in Asia Pacific healthcare to grow at a CAGR of 49% till 2015.

16% of banking customers in tier 1 Asia/Pacific countries are active users of mobile banking apps.

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IDC has created two infographic documents. One high level & the second being more detailed which will help you understand this market by viewing it in a visual format.

IDC's infographics can be tailored to client needs and customised to incorporate client company logos.

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Please contact Steffen Boots via email sboots@idc.com if you wish to enquire further about using IDC Infographics.