Apple's iOS Pummels Android in Mobile Shopping Report

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People using Apple iPhones and iPads this holiday season purchased more using those devices than did shoppers using devices running Google's Android operating system.

As a percentage of total online sales, iOS was more than five times higher than Android, driving 23 percent of purchases versus 4.6 percent for Android, according to a report from IBM. On average, iOS users spent $93.94 per order, nearly twice that of Android users, who spent $48.10 per order.

Apple's iOS also led as a component of overall traffic with 32.6 percent versus 14.8 percent for Android.

IBM's benchmark report, which the company also runs after Black Friday **[1],** found that mobile traffic and sales were up significantly overall this holiday season. Mobile traffic was the highest ever, accounting for 48 percent of all online traffic, up 28.3 percent compared to the same period last year.

Smartphones drove 28.5 percent of all online traffic compared to tablets at 18.1 percent, making it the browsing device of choice. When it comes to making the sale, tablets drove 19.4 percent of all online sales, more than twice that of smartphones, which accounted for 9.3 percent. Tablet users also averaged $95.61 per order, versus smartphone users, who averaged $85.11 per order.

IBM's Black Friday Benchmark report showed Apple iOS traffic reached 28.2 percent of all online traffic, compared to 11.4 percent for Android, and iOS sales reached 18.1 percent of all online sales, compared to 3.5 percent for Android.

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