

Nokia reduces projections for Q2, but demand in the Grey Market still outstrips supply!

Nokia announced last week that they are reducing their projections for Q2 after a series of poor results leading from a weak Euro, competition in the Smart phone market and the continuation of low end phones from Chinese manufacturers. The latest news is surprising to phonedot.com who monitor the trading volumes of the businesses who use the platform to buy and sell wholesale mobile phones.

Dan Quinn, Project Manager with phoneLot.com said "From the results we are generating for the grey market, we can see that Nokia's trading volumes is strong, with demand occasionally outstripping supply for certain low end models including the 1208, 1661 and more recently 2220. For our analysis, we compared the trading volumes and average prices for May and March and were able to establish that trading volumes are being maintained across the portfolio, which has to be considered a good result for Q2". Nokia noted lower than previously expected average selling prices, which did not appear to be the case in the Grey Market with drops on certain models being compensated with increases in others. Overall it appears that the average selling price across the entire portfolio is being maintained.

Nokia's Smart Phone collection continues to be the weak link in their entire portfolio. Trading volumes on phoneLot.com continue to produce less than favourable results and considering the size of the Smart Phone market, this is an area that Nokia can't afford to miss. Their trading performance on www.phoneLot.com is poor, with demand for the flagship N97 often being considerably less than supply. The same applies for the Mini, E72 and N900.

The projections generated back in March must have been created off the back of a strategy to increase sales in the Smart Phone market, an area where they have previously failed and continue to do so. Nokia's future smartphone success hinges on the N8, which will be interesting to see it can break the tradition and succeed where the others haven't.

About phoneLot.com

phoneLot.com is the fastest growing online trading platform for wireless retailers and wholesalers. It is dedicated to offering a purchasing solution to businesses looking to buy between 5 – 200 phones per order. Launched in February 2010, phonedot.com has over 4,000 members using the platform as their primary source for mobile phones and accessories

About gsmExchange.com

gsmExchange.com is the world's leading wholesale trading platform for the mobile phone and accessories industry. Established in 1999, gsmExchange enjoys the status of world No.1 in this niche. There are over 40,000 members on the gsmExchange network and the platform is visited by thousands everyday looking for new customers or suppliers across the world.

About Price Watch

Price Watch is a statistics tool generated by gsmExchange to track the performance of every model being traded on the trading floor. Price watch is currently being used by some of the world's leading networks, manufacturers and analysts to give them an insight into past performances and plan for the future. A Price Watch widget will be available shortly for interested parties' websites. If you are interested in more information on Price Watch or the Price Watch Widget, please get in contact with dan@gsmexchange.com

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