

Samsung Prices Continue to Drop

2009 could have been considered Samsung's year with incredible growth across the business and landmark achievements to complement their success. Reports of number one status in Germany and elsewhere were strengthened with the news of their 50m Smartphone Sale along with good results for the low to mid-range products.

But 2010 has not been an exact replica of the success of 09, in fact of all the leading manufacturers, Samsung appear to have struggled the most to maintain its prices in the parallel market. Two of their best sellers, the S5230 and C3050 are among the Samsung phones that have taken the hardest fall. According to www.phonelot.com the S5230 was riding high back in January with a 2.5% price increase on December, but since then its price has nosedived shedding nearly 20% off its average wholesale price to €80.34 from just under €100. The decrease in value of the C3050 at 13.1% is not been as severe as the S5230 but would still be considered high in comparison to other manufacturers.

This drop in value of the Samsung range is visible across its entire portfolio with only a small percentage showing an increase from last month. This statistic has directly influenced the www.gsmexchange.com price index for the top 40 traded phones. Overall, 50% of trades were completed with a decrease in the phones value from the previous month.

About www.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, phonelot.com has over 4,000 members using the platform as their primary source for mobile phones and accessories

About www.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.

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