

# Market Research

## 1.6billion

There are about 1.6 billion Muslims, or 23% of the world's population, making Islam the second-largest religion. according to the December 2012 Global Religious Landscape report from the Pew Research Center's Forum on Religion & Public Life.

There are five core rituals through which individuals can profess and confirm their adherence to the Islamic faith, these practices are known as the Five Pillars: the fifth pillar is pilgrimage 'Hajj'.

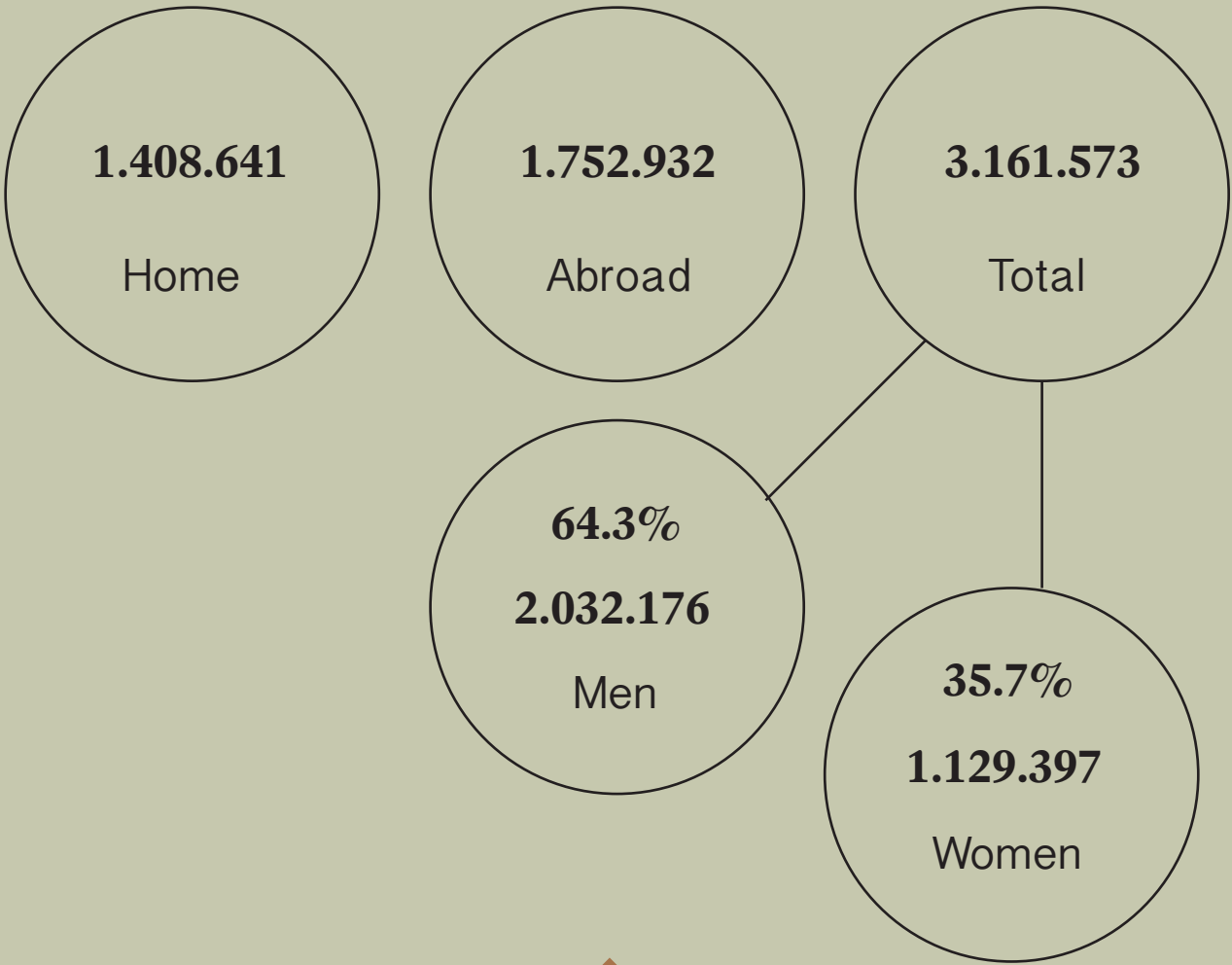
All Muslim adults are required to participate in the annual hajj, or pilgrimage, to Makkah at least once in their lifetime unless they are physically or financially incapable of making the journey.

## Statistics

More than a million pilgrims already have entered Saudi Arabia from abroad.

More than 3 million people performed the hajj in 2012, according to the government of Saudi Arabia.

### 2012



## Usage of smartphone around the world

There Will Be 1.4 Billion Smartphones In Use By December (ABI Research via VentureBeat).

### Top 3 countries with highest smartphone penetration

