

Google Underestimates Nexus 4 Demand

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Europe currently suffers from a shortage of Nexus 4 handsets-- and LG puts the blame squarely on Google underestimating demand for the attractively priced smartphone.



LG France Director of Mobile Communication Cathy Robins tells Challenges.fr Nexus 4 demand in countries including the UK and Germany is 10X higher than initial orders.

"Google has presented forecasts according to their previous sales history of Nexus [devices]," Robins says. "Current deliveries of LG correspond to what had been pre-ordered on Google Play. We continue to deliver regularly [but] it is lean. This is why the Nexus 4 is always shown as exhausted and the potential buyers feel they cannot buy it."

The Nexus 4 went on sale on European Google Play online stores on November 13 2012-- and sold out after an hour. Which is perhaps not surprising, since Google asks just €299 for a contract-free smartphone.

In comparison the iPhone 5 costs over double that price.

Reports suggest LG produced 400000 Nexus 4 units to date. Does it have a bona fide smash hit in its hands now?

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