

# ME-QR Study Reveals Shift in QR Ecosystem: iOS Users Outpace Android by 62%

LONDON, UNITED KINGDOM, April 7, 2026 /EINPresswire.com/ -- [ME-QR](#), a leading global provider of QR code solutions, has officially released the results of its comprehensive study, "Device Wars: iOS vs Android in the QR Code Scanning Battle." The research provides a deep dive into device-specific engagement, challenging long-standing assumptions about how users interact with QR technology in 2026.

## The OS Divide: Apple Consolidates Its Lead

The newly published data highlights a significant performance gap between the two major mobile operating systems. According to the report, [iOS users](#) dominate the landscape with 11.4 million scans, substantially outpacing the 6.8 million scans recorded by Android users.

This 62% advantage for the Apple ecosystem suggests that iPhone users are not only more numerous within the QR-scanning demographic but also more frequent interactors. Analysts attribute this dominance to:

- The seamless, native integration of QR scanning in the iOS camera app.
- A demographic profile that traditionally includes early adopters of digital solutions.
- High market penetration of Apple devices in regions where [QR-based payments](#) and services are ubiquitous.

## Beyond the Smartphone: The Rise of "Other Devices"

While mobile devices remain central, the study revealed a major shift in the device landscape. While smartphones accounted for 17.9 million scans (27.79%), they were eclipsed by the "Other devices" category, which generated a staggering 37.3 million scans, or 57.94% of all global activity.



## Scan Distribution by Device Type (ME-QR Data):

Device type	Scanning	Percentage
Smartphone	17 889 641	27.79%
Desktop	8 949 315	13.90%
Other devices	37 296 308	57.94%
Phablet	107 135	0.17%
Tablet	123 819	0.19%
Peripheral	383	> 0.01%
Portable media player	1 172	> 0.01%
TV	78	> 0.01%
Console	281	> 0.01%
Feature phone	138	> 0.01%
Wearable	17	> 0.01%
Smart display	1	> 0.01%

Notably, Desktop computers contributed 8.9 million scans (13.9%), proving that QR codes have successfully transitioned into a cross-platform tool rather than a mobile-only phenomenon.

## Universal Accessibility

The study also highlights the "long tail" of connected technology. QR engagement was recorded across an incredibly diverse range of hardware, including:

- Tablets and Phablets: Combining for over 230,000 scans, serving as a bridge between mobile and desktop experiences.
- IoT and Specialized Hardware: The high volume in "Other devices" points toward a massive rise in automated systems, smart kiosks, and industrial scanning equipment.
- Emerging Tech: Even smart displays, wearables, and gaming consoles showed measurable engagement, proving the technology's universal reach.

## Strategic Implications for 2026

"These insights reshape how businesses must approach their digital strategies," stated the lead analyst at ME-QR. "The data proves that a 'mobile-only' mindset is no longer sufficient. To capture the full market, brands must optimize for a multi-device reality."

Key recommendations from the report include prioritizing iOS-specific optimization to cater to the most active user base and ensuring that landing pages are fully responsive for Desktop and non-traditional displays, which now represent a significant portion of the ecosystem.

## About ME-QR

ME-QR is a premier QR code management platform, providing businesses worldwide with

advanced tools for generation, tracking, and analytics to bridge the gap between physical and digital experiences.

Ivan Melnychuk

ME-QR

support@me-qr.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/904308725>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.