

Android Continues To Gain Share, But Growth Slows In Week 1 Of iPhone 5 Sales

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Latest smartphone sales data from Kantar Worldpanel ComTech may only includes week one of iPhone 5 sales, but we can see that in markets with a large number of existing Apple customers, sales have already seen a significant boost. We expect this momentum to be fully realised in the next set of results.

Android has continued to gain share across Europe, increasing its share to 67% share, up from 51% a year ago; However, its rate of growth has slowed as week one of iPhone 5 sales show iOS gaining in the US and Great Britain. Apple has increased its share from 18% to 28% in the past year across Britain, while in the US its share increased by 14.2 percentage points.

The UK now joins the likes of the US, Germany and much of Scandinavia with the rollout of EE's superfast 4G network. EE is in the unique position of being the only operator currently able to offer 4G services in the UK, but how much of an impact this will have on the competitive landscape remains an unknown.

In China, initial results from the first continuous mobile phone research panel show iOS and Android make up 84% of all smartphone sales, with a total of 209 million Smartphone owners.

Samsung is the most popular Android manufacturer in China, with sales of Samsung Galaxy SII and SIII spearheading growth. HTC is also performing strongly as a result of its new Desire series. However, the number of Android OS manufacturers in the Chinese market is keeping more established global brands under pressure. Local brands such as Huawei, Lenovo, Xiaomi and Coolpad are all providing high-spec, low cost handsets that lower tier cities crave.

Source: Kantar Worldpanel

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