Huge iPhone 6 sales put Apple on course for record quarter

Contributed by Kantar Worldpanel ComTech
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The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to October 2014, shows that the iPhone 6 launch has sent Appleâ€™s share of British smartphone sales up 10.4 percentage points.Â Apple now accounts for 39.5% of British sales, its highest ever level.
cross Europe*, Android sales still lead at 69.4% despite falling 2.5 percentage points.Â Appleâ€™s iOSÂ Â is up 5.7 percentage points to 20.7% thanks to the iPhone 6; Windows stands in third with 8.7% of the market.

Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech, comments: â€œApple has experienced a huge jump in sales share across almost all major markets thanks to the launch of the iPhone 6.Â In major European economies, the US and Australia, Appleâ€™s share of sales has risen.Â This success is particularly evident in Great Britain where Apple now has its highest ever share of sales with 39.5%.Â Â Most of these sales were driven by loyal Apple users.Â Some 86% of British buyers upgraded from an older iPhone model, only 5% switched across from Samsung.â€•

Early adopters of the iPhone 6 in Great Britain are typically 16-24 year olds (34% of sales) and male (64%). The top reasons shoppers gave for choosing the iPhone 6 were 4G capability (51%), screen size (49%) and design (45%).Â Every time Apple releases a new iPhone the share of sales made through its own stores significantly increases, and this occasion was no different.Â Almost a third (31%) of iPhone 6 sales in Great Britain were sold directly through Appleâ€™s retail offer.Â Â The iPhone 6 outsold the 6 Plus by a 4:1 ratio.

Sales in the US

In the US, Apple sales rose by a more modest 0.7% in the three months ending October 2014 versus the same period a year ago.Â Verizon (42.2%) and AT&T (41.4%) took an almost equal share of iPhone 6 sales, but AT&T held an impressive 63% share of iPhone 6 Plus sales, showing that it was being favoured on larger screen devices.Â The iPhone 6 outsold the iPhone 6 Plus by a 3:1 ratio, with 6 Plus buyers tending to be older than iPhone 6 buyers.Â Overall, iPhones made up four out of the five best-selling models over the past three months. Â

Sales in China

In China, Appleâ€™s share grew by 0.2 percentage points to 15.7% in the three months ending October, growth driven by the success of the iPhone 6.Â Both the iPhone 6 and 6 Plus became available in China on October 17 and, despite the short availability, the iPhone 6 was the third best selling device in October.Â However, it is local brand Xiaomi that continues to dominate.Â Its Xiaomi RedMi Note â€˜phabletâ€™ was the top selling model in October, bringing Xiaomiâ€™s share of the mar
29.9% over the past three months.
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*The big five European markets include Britain, Germany, France, Italy and Spain.