Press information

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KANTAR WORLDPANEL

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Huge iPhone 6 sales put Apple on course for record quarter

The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to October 2014, shows that the iPhone 6 launch has sent Apple's share of British smartphone sales up 10.4 percentage points. Apple now accounts for 39.5% of British sales, its highest ever level.

Across Europe*, Android sales still lead at 69.4% despite falling 2.5 percentage points. Apple's iOS 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: "Apple has experienced a huge jump in sales share across almost all major markets thanks to the launch of the iPhone 6. In major European economies, the US and Australia, Apple's share of sales has risen. This success is particularly evident in Great Britain where Apple now has its highest ever share of sales with 39.5%. Most of these sales were driven by loyal Apple users. Some 86% of British buyers upgraded from an older iPhone model, only 5% switched across from Samsung."

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%). Every time Apple releases a new iPhone the share of sales made through its own stores significantly increases, and this occasion was no different. Almost a third (31%) of iPhone 6 sales in Great Britain were sold directly through Apple's retail offer. 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. 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. 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. Overall, iPhones made up four out of the five best-selling models over the past three months.

Sales in China

In China, Apple'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. 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. However, it is local brand Xiaomi that continues to dominate. Its Xiaomi RedMi Note 'phablet' was the top selling model in October, bringing Xiaomi's share of the market to 29.9% over the past three months.

*The big five European markets include Britain, Germany, France, Italy and Spain.

Ends

Smartphone OS Sales Share (%)

Germany	3 m/e Oct 2013	3 m/e Oct 2014	% pt. Change
Android	77.5	74.9	-2.6
iOS	13.8	16.9	3.1
Windows	6.3	7.0	0.7
Other	2.4	1.3	-1.1
GB	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	54.6	52.3	-2.3
iOS	29.1	39.5	10.4
Windows	12.0	7.7	-4.3
Other	4.3	0.6	-3.7
France	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	68.1	69.0	0.9
iOS	15.9	19.6	3.7
Windows	12.5	10.3	-2.2
Other	3.5	1.1	-2.4
Italy	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	68.8	70.2	1.4
iOS	10.1	13.5	3.4
Windows	16.1	13.8	-2.3
Other	4.9	2.6	-2.3
Spain	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	90.1	88.2	-1.9
iOS	4.5	6.8	2.3
Windows	4.1	4.5	0.4
Other	1.3	0.5	-0.8

USA	3 m/e Oct 2013	3 m/e Oct 2014	% pt. Change
Android	52.7	53.8	1.1
iOS	40.8	41.5	0.7
Windows	4.7	3.6	-1.1
Other	1.8	1.1	-0.7
China	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	78.1	82.9	4.8
iOS	15.5	15.7	0.2
Windows	3.5	0.5	-3.0
Other	2.8	1.0	-1.8
Australia	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	54.9	50.8	-4.1
iOS	35.0	40.4	5.4
Windows	7.3	7.3	0.0
Other	2.8	1.5	-1.3
Japan	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	36.2	48.1	11.9
iOS	61.1	48.0	-13.1
Windows	0.4	0.5	0.1
Other	2.2	3.4	1.2
EU5	**3 m/e Oct 2013**	**3 m/e Oct 2014**	**% pt. Change**
Android	72.1	69.4	-2.6
iOS	14.8	20.7	5.9
Windows	10.0	8.7	-1.3
Other	3.2	1.2	-2.0

You can now embed our Kantar Worldpanel ComTech dataviz into your online articles for a visual representation of our Kantar Worldpanel ComTech Smartphone OS market share data by clicking here and copying the embed code.

About Kantar Worldpanel ComTech's Smartphone OS market share data

Kantar Worldpanel ComTech's smartphone OS market share data provides the media and businesses with access to the most up to date sales market share figures for the major smartphone OS.

This information is based on the research extracted from the Kantar Worldpanel ComTech global consumer panel. ComTech is the largest continuous research consumer mobile phone tracking panel of its kind in the world, conducting over one million interviews per year in Europe alone. ComTech tracks mobile phone behaviour, including purchasing of phones, mobile phone bills/airtime, source of purchase and phone usage and delivers beyond market share tracking to understand drivers of share changes, market dynamics through consumer insight - the data included in this release is excluding enterprise sales

About Kantar Worldpanel

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its **High Definition Inspiration™** approach combines market monitoring, advanced analytics and tailored market research solutions that inspire successful actions by its clients.

Kantar Worldpanel's expertise about what people buy or use – and why – is recognised by brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel helps brands grow in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

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About Kantar
Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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