

Press information

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Apple iPhone 5S outsells 5C three to one in Great Britain...

...while iPhone 5C helps drive new customers to Apple in USA

The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to October 2013, shows that the new iPhone 5C and 5S models have helped boost Apple's market share compared to the previous month, but have not yet seen the same uplift as when the iPhone 5 was released**. Across Europe*, Android remains the number one OS with 70.9% share, with Apple holding 15.8%. Windows continues to achieve rapid growth and now accounts for 10.2% of European smartphone sales.

Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech, comments: "In almost all markets, the iPhone 5S and 5C releases have given iOS a significant bounce compared to the previous month. Generally, Apple's share of the market still remains lower than when the iPhone 5 was released, although this is not wholly unexpected as shoppers tend to react more positively to 'full' releases than incremental improvements such as the 5S and 5C.

"However, the new releases have led to spectacular results in certain markets. In Japan, where the iPhone is now available via the country's largest carrier NTT DoCoMo, Apple's share hit 76.1% during October. In the US, Apple's October share reached 52.8%. Mainland Europe remains more challenging for iOS, particularly in markets like Italy and Germany where handset subsidies are far lower. Britain is more positive; iOS sales share is now at 28.7% for the last 3 months, with sales driven by the higher-end 5S model which has outsold the 5C by three to one since their release."

The release of the iPhone 5C marks Apple's first move away from high-end handsets, a strategy that has attracted new customers to try the brand for the first time.

Sunnebo continues, "The cheaper 5C appeals to a broader audience than Apple usually attracts. In the US, the biggest demand for these mid-end models is coming from lower income households. Some 42% of iPhone 5C owners earn less than \$49,000 compared with just 21% for iPhone 5S. iPhone 5C customers also tend to be slightly older at an average of 38 years compared to 34 years for the 5S. The good news for Apple is that this wider appeal is attracting significant switching from

competitors. Almost half of iPhone 5C owners switched from competitor brands, particularly Samsung and LG, compared with 80% of 5S owners who upgraded from a previous iPhone model.”

Windows’ progress had continued in the latest period, with share in the five largest EU economies* now past 10% and share in the US close to 5%.

Sunnebo comments, “Momentum for Windows Phone is continuing, although its growth remains reliant on low-end handsets. In Britain, almost three quarters of Nokia Lumia sales in the latest period were low-end devices such as the Lumia 520 and 620 – a pattern that is similar across other EU markets.

“China remains a key challenge for Nokia, with its market share languishing at 3.5%. Local Chinese brands are becoming increasingly dominant in the world’s largest smartphone market, selling high specification Android devices at low prices. If Microsoft partnered with a major local brand it could help drive Windows Phone momentum but, with the Nokia takeover imminent, this does not look likely to happen anytime soon.”

Smartphone % penetration in Great Britain stands at 68% in October, with 86% of devices sold in the past three months being smartphones.

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

**Certain countries released the iPhone 5S/C later than the iPhone 5, so direct launch comparable are not yet possible e.g. Spain, Italy.

Ends

Smartphone OS Sales Share (%)

Germany	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	75.6	77.5	1.9
BlackBerry	2.0	0.7	-1.3
iOS	15.4	13.8	-1.6
Windows	2.3	6.3	4.0
Other	4.7	1.6	-3.1
GB	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	54.0	55.6	1.6
BlackBerry	8.1	3.3	-4.8
iOS	32.7	28.7	-4.0
Windows	4.6	11.9	7.3
Other	0.5	0.5	0.0
France	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	60.4	68.1	7.7
BlackBerry	6.4	2.6	-3.8
iOS	19.5	15.9	-3.6
Windows	5.1	12.5	7.4
Other	8.5	0.9	-7.6
Italy	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	57.3	68.8	11.5
BlackBerry	4.0	1.4	-2.6
iOS	18.5	10.1	-8.4
Windows	11.7	16.1	4.4
Other	8.5	3.5	-5.0
Spain	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	84.0	90.1	6.1
BlackBerry	3.4	0.0	-3.4
iOS	3.2	4.3	1.1
Windows	2.3	4.3	2.0
Other	7.2	1.3	-5.9

USA	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	47.7	52.6	4.9
BlackBerry	1.6	0.8	-0.8
iOS	47.2	40.8	-6.4
Windows	2.5	4.8	2.3
Other	0.9	1.0	0.1
China	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	69.7	78.1	8.4
BlackBerry	0.1	0.0	-0.1
iOS	18.9	15.5	-3.4
Windows	3.9	3.5	-0.4
Other	7.4	2.8	-4.6
Australia	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	60.4	54.9	-5.5
BlackBerry	0.8	1.6	0.8
iOS	32.8	35.0	2.2
Windows	4.0	7.3	3.3
Other	2.0	1.1	-0.9
Japan	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	N/A	36.2	N/A
BlackBerry		0.3	
iOS		61.1	
Windows		0.4	
Other		1.9	
EU5	3 m/e Oct 2012	3 m/e Oct 2013	% pt. Change
Android	64.5	70.9	6.4
BlackBerry	5.1	1.8	-3.4
iOS	20.8	15.8	-5.0
Windows	4.8	10.2	5.4
Other	4.9	1.4	-3.4

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 to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel's expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,000, and services covering more than 50 countries directly or through partners, Kantar Worldpanel delivers High Definition Inspiration™ in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

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