



Press information

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Apple market share grows across Europe, US and China

Android share drops in the US for the first time since September 2013

London, January 7 2015 – The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months ending November 2014, shows that the impact of the iPhone 6 and 6 Plus launch continued in the run up to Christmas with iOS growing its market share in all surveyed countries except for Japan where performance in 2013 had been boosted by the addition of NTT DoCoMo as a carrier partner. "While remaining the dominant global OS, Android's market share dropped in most European markets and in the US where the decline was the first since September 2013", said Carolina Milanese, Chief of Research at Kantar Worldpanel ComTech. "A decline in Android market share does not necessarily translate into bad news for all the ecosystem's players. The choice of brands and devices within the ecosystem empowers consumers to drive different fortunes for the players in it", added Milanese. In the three months ending November, Samsung particularly felt the pressure and saw its market share decline across Europe and in the US. By contrast Motorola's share grew thanks to the refresh of the Moto X and Moto G offering good value for the money.

Across Europe*, Android remained the dominant OS with a market share of 69.9%, although this is 3.2 percentage points lower than the same period in 2013. "Great Britain saw the strongest share decline for Android at 6.7 percentage points", said Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech Europe. Apple's market share gain, triggered by the iPhone 6 and 6 Plus launch, continued into November when it reached 42.5% of British sales for a growth of 12.2 percentage points year-on-year mainly at the expense of Android. "The longer the new iPhone models are on the market the more their appeal will extend beyond Apple's loyal customers. For now customer switching from Android to iOS remains stable at 18%", added Sunnebo.

In the US, Apple reached 47.4% of sales, 4.3 percentage points higher than the same period in 2013. "The iPhone 6 was the best selling phone in the three months through November 2014, capturing 19% of smartphone sales", said Milanese. Verizon and AT&T made up 57% of iOS sales while Verizon and T-Mobile were the top two carriers for Android accounting for 33.7% of all Android smartphones sold.

In urban China, Android retained its leading position with a market share of 80.4%. “The wide variety of products offered by local manufacturers continues to push Android’s share”, said Tamsin Timpson, strategic insight director at Kantar Worldpanel ComTech Asia. “Xiaomi remains the biggest contributor to Android’s success as it averaged 30.2% of sales in the three months ending in November, an astonishing 18 percentage point rise over 2013”, added Timpson. Apple sales saw a small increase of 1.1 percentage points, which brought Apple’s share of the smartphone market in urban China to 18.1%. China Mobile remained Apple’s main channel with sales through the largest Chinese carrier accounting for 63% of Apple’s overall sales.

Smartphone penetration reached 58% in the US and 65% across Europe’s big five economies. “While die-hard featurephone owners state they are not planning to buy a smartphone in the next 12 months, they might not have a choice as vendors continue to transition their portfolio away from featurephones to smartphones”, concluded Milanesi. Forty-seven percent of featurephones owners looking to change their current device in the next 6 months in the US and 35% across Europe top 5 are not planning to upgrade to a smartphone.

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

Ends

Smartphone OS Sales Share (%)

Germany	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change	USA	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	74.7	70.1	-4.6	Android	50.4	48.4	-2.0
iOS	17.3	21.4	4.1	iOS	43.1	47.4	4.3
Windows	5.7	7.1	1.4	Windows	4.6	3.0	-1.6
Other	2.3	1.4	-0.9	Other	1.9	1.2	-0.4
GB	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change	China	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	56.4	49.7	-6.7	Android	78.6	80.4	1.8
iOS	30.3	42.5	12.2	iOS	17.0	18.1	1.1
Windows	10.6	7.0	-3.6	Windows	2.7	0.6	-2.1
Other	2.7	0.8	-0.7	Other	1.7	0.9	-0.5

France	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	65.5	68.3	2.8
iOS	18.6	20.8	2.2
Windows	12.9	9.8	-3.1
Other	3.0	1.1	-0.6
Italy	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	67.9	68	0.1
iOS	11.0	17.0	6.0
Windows	16	12.7	-3.3
Other	5.1	2.3	-0.5
Spain	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	87.8	85.9	-1.9
iOS	6.5	9.7	3.2
Windows	4.4	4.1	-0.3
Other	1.3	0.3	-0.8

Australia	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	55.1	45.0	-10.1
iOS	35.0	44.9	9.9
Windows	6.9	8.0	1.1
Other	3.0	2.1	-0.3
Japan	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	30	42.4	12.4
iOS	69.1	53.8	-15.3
Windows	0.0	0.4	0.4
Other	0.9	3.4	2.8
EU5	3 m/e Nov 2013	3 m/e Nov 2014	% pt. Change
Android	69.9	66.8	-3.2
iOS	17.5	23.8	6.3
Windows	9.8	8.3	-1.5
Other	2.8	1.2	-0.6

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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