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Android Switchers Drive iOS Growth in Europe's Big Five Countries

London, 6 May 2015 — The latest smartphone sales data from Kantar Worldpanel ComTech for 1Q15 shows that the popularity of Apple iOS continued to grow in Europe's five largest countries, reaching a 20.3% share — 1.8 percentage points higher than in 2014. Europe's big five markets are Great Britain, Germany, France, Italy, and Spain.

“In the first quarter of 2015, the iPhone 6 and 6 Plus continued to attract consumers across Europe, including users who previously owned an Android smartphone,” reported Carolina Milanesi, chief of research at Kantar Worldpanel ComTech. “On average, across Europe's big five countries during the first quarter, 32.4% of Apple's new customers switched to iOS from Android.”

“In urban China, Apple consolidated its leadership in smartphones, growing its share to 26.1%, up from 17.9% for the same period in 2014,” said Tamsin Timpson, strategic insight director at Kantar Worldpanel ComTech Asia. “Thirty-eight percent of iPhone buyers were recommended an Apple device by someone they know, while 23% recall seeing an ad.” China is now driving more volume for Apple than the U.S., as the Cupertino company reaches beyond the more affluent buyers. In 1Q15, Apple represented 25% of smartphone sales in urban China's 2,000 to 4,000 RMBs income bracket — a 10.1 percentage point increase from the same period in 2014.

Across Europe, Android's share declined by 3.1 percentage points compared to last year, to 68.4%, as iOS rose by 1.8%. “In Great Britain, while 25.6% of new iOS buyers switched from Android during the quarter, Android's leadership remains strong, thanks to the price options consumers have in both the contract and prepay market,” said Dominic Sunnebo, business unit director at Kantar Worldpanel ComTech Europe. “Thirty-five percent of consumers who bought an Android smartphone in 1Q15 said their decision was driven by receiving a good price on the phone. Another 29% said that getting a good deal on the tariff/contract was a factor in their purchase.”

In the U.S., Android reached a market share of 58.1% — a 0.2 percentage point gain over 1Q14. “LG had a particularly good first quarter with its share growing to 10.8% from 7.4% a year ago, while Samsung was holding on to second place as it prepared for the launch of its new Galaxy S6 and S6 Edge in April,” Milanesi said. “Apple's iPhone 6 and 6 Plus already represent 18% of all iPhones in use in the U.S., and 64% of the iPhone installed base is an iPhone 5 or newer — good news for the Apple Watch that interacts only with these newer models.”

A week after the Microsoft developer conference kicked off, it is notable that Windows' market share has grown little during the past year in the U.S. and the EU big five — with the exception of France where market share grew to 14.1% in 1Q15. “If we dig a little deeper,” Milanese added, “it is easy to see the strong value proposition that the Lumia portfolio offers, as Windows phone sales in the U.S. skew towards the prepay market (20%) and installment plans (51%). Microsoft is betting that new Windows 10 functions and the ability for developers to easily port Android apps to Windows will make the Windows ecosystem more appealing.”

To view an HTML version of the summary data and an optional PDF file, please visit:

www.kantarworldpanel.com/global/News/Android-Switchers-Drive-iOS-Growth-in-Europe's-Big-Five-Countries

Smartphone OS Sales Share (%)

Germany	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change	USA	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change
Android	77.0	71.3	-5.7	Android	57.9	58.1	0.2
iOS	15.3	18.3	3.0	iOS	36.7	36.5	-0.2
Windows	6.6	8.7	2.1	Windows	4.4	4.3	-0.1
Other	1.1	1.7	0.4	Other	1.0	1.1	-0.1
GB	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change	China	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change
Android	57.7	52.9	-4.8	Android	80.0	72.0	-8.0
iOS	31.2	38.1	6.9	iOS	17.9	26.1	9.2
Windows	9.2	8.0	-1.2	Windows	1.2	1.2	0
Other	1.9	1.0	-0.9	Other	0.9	0.7	-0.2
France	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change	Australia	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change
Android	65.2	64.6	-0.6	Android	57.3	52.3	-5.0
iOS	23.4	19.4	-4.0	iOS	33.1	38.4	5.3
Windows	8.3	14.1	5.8	Windows	6.9	7.3	0.4
Other	3.1	1.9	-1.2	Other	2.7	2.0	-0.7
Italy	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change	Japan	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change
Android	70.7	66.2	-4.6	Android	42.1	52.3	10.2
iOS	12.9	17.5	4.6	iOS	57.6	45.1	-12.5
Windows	13.9	14.4	0.5	Windows	0.3	0.4	0.1

Other	2.5	1.9	-0.6	Other	0.0	2.2	2.1
Spain	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change	EU5	3 m/e Mar 2014	3 m/e Mar 2015	% pt. Change
Android	89	89.9	0.9	Android	71.5	68.4	-3.1
iOS	7.2	7	-0.2	iOS	18.6	20.3	1.8
Windows	3.1	2.8	-0.3	Windows	8.1	9.9	1.8
Other	0.7	0.3	-0.4	Other	1.8	1.4	-0.5

Note: The Kantar Worldpanel ComTech dataviz can be embedded into online articles for a visual representation of Kantar Worldpanel ComTech Smartphone OS market share data. Click [here](#) to copy 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 and market share figures for the major smartphone operating systems. This information is based on research extracted from the Kantar Worldpanel ComTech global consumer panel. ComTech is the largest continuous consumer research / mobile phone tracking panel of its kind in the world, conducting over one million interviews per year in Europe alone. ComTech tracks mobile phone behavior – including phone purchases, bills/airtime, source of purchase, and usage. It also delivers additional data to promote and understanding of the drivers of share changes, and consumer insight market dynamics. All consumer data in this release excludes 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, and many others.

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