

20 February 2012

THE SMARTEST WAY TO COMMUNICATE: OVER HALF OF THE GB POPULATION OWNS A SMARTPHONE

Over half of the British population (50.3%) now owns a smartphone according to the latest data from Kantar Worldpanel ComTech. The figures also show that smartphones made up a remarkable 71.4% of mobile phone sales in the 12 weeks ending 22 January 2012.

Dominic Sunnebo, global consumer insight director, comments: "For the first time ever, you are now in the minority if you don't own a smartphone. With more people jumping on the bandwagon, there is huge opportunity for both retailers and manufacturers. However, the competition is intense.

"Android holds on to its lead but Apple is making inroads, increasing its share of the British market from 21.7% a year ago to 29.1% now. Windows Phone 7 is also creeping up, taking over 2% of the market for the first time with the Nokia Lumia 800 taking the lion's share. This looks set to continue with the expected launch of at least two new models at the Mobile World Congress conference. We forecast this will help it to grow its share to around 8% in the latter half of 2012."

Symbian's share has fallen to just 2.8%, highlighting the stark challenge Nokia faces as it makes the transition from Symbian to Windows Phone 7. However, it seems that the Lumia 800 release has helped Nokia to maintain its customer loyalty, albeit at a slower rate than it might wish for, with over a quarter of Windows Phone 7 customers having owned Symbian handsets in the past.

Dominic Sunnebo continues: "One of the real positives for Microsoft Windows Phone 7 is how engaged its users appear to be with its devices. Eighty one per cent of handset owners have used social networking on their device in the past month, higher than both iOS & Android. Meanwhile, three quarters have used GPS, indicating that its decision to include Nokia maps for free was a price worth paying to drive user engagement."

It's a slightly different story in the US with Apple continuing to make gains on Android. Apple now has 48.4% of the US market compared with Android's 42.6%.

Dominic explains: “The jump we saw in Apple’s share last period was clearly not just a blip caused by the iPhone 4S release. Although the majority of growth is coming from the new handset, Apple’s latest pricing structure is also working in its favour with no discernable drop in sales of older iPhone 4 and 3GS models.”



OS (Operating System) Share - Smartphone Sales

	12 w/e 23 Jan 2011 %	12 w/e 22 Jan 2012 %	Change %
GB	100.0%	100.0%	0.0
Symbian	15.5	2.8	-12.7
RIM	23.3	15.5	-7.8
iOS	21.7	29.1	7.4
WP7	0.4	2.2	1.8
WinMobile	0.8	0.1	-0.7
Android	37.0	49.7	12.7
Bada	1.0	0.3	-0.7
Other	0.4	0.2	-0.2
Germany	100.0%	100.0%	0.0
Symbian	28	8.2	-19.8
RIM	2.8	2	-0.8
iOS	31.9	23.4	-8.5
WP7	1.9	1.5	-0.4
WinMobile	2.7	2	-0.7
Android	27.2	61.1	33.9
Bada	3.9	1.6	-2.3
Other	1.6	0.2	-1.4
France	100.0%	100.0%	0.0
Symbian	21.7	4.3	-17.4
RIM	11.8	11.6	-0.2
iOS	20.6	25.7	5.1
WP7	1.9	2.0	0.1
WinMobile	0.6	2.6	2.0
Android	35.1	42.3	7.2
Bada	7.3	10.9	3.6
Other	1.1	0.6	-0.5
Italy	100.0%	100.0%	0.0
Symbian	46.8	19.2	-27.6
RIM	4.0	3.5	-0.5
iOS	19.5	22.4	2.9
WP7	1.4	1.8	0.4
WinMobile	5.6	1.7	-3.9
Android	18.7	49.7	31.0
Bada	2.7	1.1	-1.6
Other	1.3	0.5	-0.8
Spain	100.0%	100.0%	0.0
Symbian	55.3	13.2	-42.1
RIM	15.6	11.0	-4.6
iOS	9.2	9.2	0.0
WP7	0.3	0.5	0.2
WinMobile	0.6	0.3	-0.3
Android	14.0	65.8	51.8
Bada	2.8	0.0	-2.8
Other	2.2	0.0	-2.2

	12 w/e 23 Jan 2011 %	12 w/e 22 Jan 2012 %	Change %
US	100.0%	100.0%	0.0
Symbian	1.7	0.4	-1.3
RIM	14.3	5.7	-8.6
iOS	21.7	48.4	26.7
Win7	3.2	1.5	-1.7
WinMobile	2.4	0.3	-2.1
Android	54.5	42.6	-11.9
Bada	0.0	0.0	0.0
Other	2.3	1.1	-1.2
Australia	100.0%	100.0%	0.0
Symbian	30.7	4.3	-26.4
RIM	3.7	0.7	-3.0
iOS	34.2	42.9	8.7
WP7	2.3	0.9	-1.4
WinMobile	1.3	0.5	-0.8
Android	23.9	48.8	24.9
Bada	1.5	0.0	-1.5
Other	2.5	1.9	-0.6

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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 1 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

The latest 12 week ending smartphone OS market share data is released every four weeks.

Data period	Release to media
23-Jan-12	20th Feb
20-Feb-12	20th March
20-Mar-12	17th April
17-Apr-12	15th May
15-May-12	12th June
12-Jun-12	10th July
10-Jul-12	6th Aug
07-Aug-12	3rd Sept
04-Sep-12	1st Oct
02-Oct-12	30th Oct
30-Oct-12	27th Nov
27-Nov-12	23rd Dec
25-Dec-12	22nd Jan

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.

For further information, please visit us at www.kantarworldpanel.co.uk and follow us on Twitter <http://twitter.com/#!/ComTechglobal>

About Kantar

Kantar is one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and 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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