

Press information

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Apple sales hold steady in Britain despite iPhone 6 pre-launch build up

The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to August 2014, show that Apple's share of British smartphone sales defied convention by holding steady ahead of the iPhone 6 launch. Apple was boosted by the iPhone 5c, which was Britain's best selling smartphone during August.

Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech, comments: "Historically in the month before a new iPhone is released we see a drop in sales share for Apple as users hold out for the new model. However, Apple has managed to limit the drop this year with its share of sales dipping just 1.6 percentage points versus July this year – almost half the equivalent drop seen in 2013 ahead of the iPhone 5 launch. This has in part been achieved through focusing on the iPhone 5c which tends to attract a slightly less tech savvy buyer who will be less likely to be holding off for the iPhone 6. The iPhone 5c was the best selling phone in Britain in August with 8.9% share, outselling the flagship iPhone 5s with 7.6% and the Samsung Galaxy S5 with 6.0%."

Despite Apple managing to maintain its sales momentum in the run up to the iPhone 6 release, there are a huge number of GB iPhone owners who are currently up for renewal. Of the 13.3 million iPhone owners in the UK almost a third – some four million – are ready for an upgrade.

Sunnebo continues: "Even before the iPhone 6 and 6 Plus were revealed, 85% of British iPhone owners planned to choose another iPhone at upgrade time. Loyalty has never been Apple's problem, but attracting customers away from Android has been a challenge. Before the iPhone 6 was announced just 13% of Samsung owners planned to switch to Apple with many choosing Samsung devices because of their larger screens. With this screen size issue now addressed by Apple with the iPhone 6 Plus, it now remains to be seen how much of a barrier iPhone's significant price premium will have on people switching to it."

Android has remained the number one OS across Europe* with 75.8% share, with Apple holding the number two position with 13.6%. Windows is third with 9.2% of sales during the latest period.

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

Ends

Smartphone OS Sales Share (%)

Germany	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	79.6	82.3	2.7
iOS	9.4	8.9	-0.5
Windows	8.5	6.9	-1.6
Other	2.6	1.8	-0.8
GB	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	56.1	61.1	5.0
iOS	28.2	27.1	-1.1
Windows	9.4	10.3	0.9
Other	6.3	1.4	-4.9
France	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	67.8	76.2	8.4
iOS	14.1	12.8	-1.3
Windows	10.0	9.9	-0.1
Other	8.1	1.0	-7.1
Italy	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	71.5	73.0	1.5
iOS	13.8	10.6	-3.2
Windows	10.7	14.4	3.7
Other	4.0	2.1	-1.9
Spain	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	91.2	88.1	-3.1
iOS	4.8	7.5	2.7
Windows	2.0	4.2	2.2
Other	2.0	0.2	-1.8
USA	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	56.1	63.6	7.5
iOS	37.5	30.1	-7.4
Windows	3.9	4.7	0.8
Other	2.5	1.6	-0.9
China	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	78.2	83.9	5.7
iOS	15.9	14.2	-1.7
Windows	2.5	0.6	-1.9
Other	3.4	1.3	-2.1
Australia	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	63.4	64.3	0.9
iOS	27.1	29.3	2.2
Windows	6.8	5.1	-1.7
Other	2.7	1.3	-1.4
Japan	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	52.3	70.2	17.9
iOS	44.5	27.1	-17.4
Windows	0.7	0.9	0.2
Other	2.5	1.9	-0.6
EU5	3 m/e Aug 2013	3 m/e Aug 2014	% pt. Change
Android	72.8	75.8	3.0
iOS	14.0	13.6	-0.4
Windows	8.5	9.2	0.7
Other	4.8	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 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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