

Press information

Laura Pattie / Peter Rogers
Camargue
020 7636 7366
lpattie@camarguepr.com/
progers@camarguepr.com

Galaxy S5 attracts some Apple customers in Europe, but sales lag in Great Britain

The latest smartphone sales data from Kantar Worldpanel ComTech reveals that the new Samsung Galaxy S5 was the third best selling smartphone in Britain during May, lagging behind its older iPhone 5s and 5c rivals.

May was the first full month of Galaxy S5 sales since its European release. Despite its blockbuster launch, the Galaxy S5 was only the third highest selling smartphone in Britain behind the iPhone 5s and 5c. However, among those who did buy the Galaxy S5 across the five largest European markets, 17% switched from Apple. Over half, 58%, of European Galaxy S5 buyers were existing Samsung owners.

Across Europe*, Android remains the number one OS with 73.3% share. Apple is second with 16.6% share and Windows third with 8.1%.

Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech, comments: "The Samsung Galaxy S5 has had some success in attracting former iPhone owners across Europe. In general, consumers buying the Galaxy S5 were primarily attracted by its large screen size. This is something Apple is likely to address with the rumoured larger screen iPhone 6 launch expected in late September.

"In the USA the Samsung Galaxy S5 was the second highest selling smartphone in May just behind the iPhone 5s. However, at a total brand level Samsung claimed the top spot with 36.8% of sales versus 32.5% for Apple over the past three months. Apple loyalty is high in the US, with former iPhone owners making up just 8% of Galaxy S5 sales. The majority of those switching to Samsung were LG and HTC users."

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

Ends

Smartphone OS Sales Share (%)

Germany	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	77.9	80.9	3.0
BlackBerry	0.6	0.4	-0.2
iOS	13.7	12.1	-1.6
Windows	6.2	5.9	-0.3
Other	1.7	0.7	-1.0
GB	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	58.6	60.2	1.6
BlackBerry	6.2	1.1	-5.1
iOS	26.7	29.4	2.7
Windows	7.9	9.1	1.2
Other	0.6	0.2	-0.4
France	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	67.7	66.2	-1.5
BlackBerry	3.1	1.1	-2.0
iOS	15.0	19.4	4.4
Windows	8.7	10.5	1.8
Other	5.4	2.9	-2.5
Italy	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	69.1	75.5	6.4
BlackBerry	2.7	1.4	-1.3
iOS	14.8	12.5	-2.3
Windows	9.7	9.9	0.2
Other	3.7	0.7	-3.0
Spain	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	92.8	87.0	-5.8
BlackBerry	0.0	0.3	0.3
iOS	3.7	6.2	2.5
Windows	2.1	5.4	3.3
Other	1.4	1.1	-0.3

USA	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	52.0	61.9	9.9
BlackBerry	0.6	1.3	0.7
iOS	41.9	32.5	-9.4
Windows	4.7	3.8	-0.9
Other	0.8	0.6	-0.2
China	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	71.4	82.7	11.3
BlackBerry	0.2	0.0	-0.2
iOS	23.8	14.7	-9.1
Windows	3.0	0.6	-2.4
Other	1.7	2.0	0.3
Australia	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	64.1	60.8	-3.3
BlackBerry	0.6	0.9	0.3
iOS	28.1	30.1	2.0
Windows	5.0	6.7	1.7
Other	2.2	1.5	-0.7
Japan	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	46.5	47.0	0.5
BlackBerry	0.7	0.0	-0.7
iOS	49.6	51.7	2.1
Windows	0.5	1.4	0.9
Other	2.6	0.0	-2.6
EU5	3 m/e May 2013	3 m/e May 2014	% pt. Change
Android	71.8	73.3	1.5
BlackBerry	2.7	0.8	-1.9
iOS	15.8	16.6	0.8
Windows	7.1	8.1	1.0
Other	2.5	1.1	-1.4

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 3,500, and services covering 60 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.com.

About Kantar

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