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Samsung nears 50% share across Europe as Apple powers back in the US

The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to May 2013, show that almost half of all smartphones sold in Europe are a Samsung. This uplift has helped Android to a 70.4% share across the five major European markets*, up from 61.3% a year ago, and far higher than the 17.8% and 6.8% shares for iOS and Windows respectively.

Android has also retained its place as the top OS in the United States with a 52.0% market share. However, Android's share has grown by a meagre 0.1 percentage point in the past year – a far slower rate than 3.5 percentage points for iOS (now 41.9% of the market) and 0.9 for Windows (4.6%).

Paul Moore, global director at Kantar Worldpanel ComTech, comments: "Across Europe, Android growth remains strong. However, in the US Apple's expanded distribution agreement with T-Mobile is helping the iPhone keep Android growth at bay. T-Mobile is the smallest of the big four US carriers but it does have the capacity to give iOS a boost, particularly as 28% of its customers plan to buy an iPhone when they next upgrade."

In Great Britain, Samsung faces a challenge from a resurgent Sony which is now the country's fourth largest handset manufacturer.

Moore continues, "The flagship Xperia Z has driven Sony's growth in Britain by successfully appealing to Samsung customers. Some 38% of Xperia's users are ex-Samsung owners, the majority of whom have upgraded from the Galaxy S2.

"Samsung now finds itself in a position where, after two years of relentless growth, it must focus on keeping its existing base of customers loyal if it is to maintain its success. As it stands, Samsung has the second highest loyalty rate in Britain (59%), but this falls well short of Apple (79%). With the competition dramatically upping their game in terms of build quality and content innovation, Samsung will have to work hard to convince its 8.8 million customers to stick with the brand."

Meanwhile, in developing markets like Mexico, Windows Phone is starting to prove it can be a worthy successor to the hugely popular Symbian-based devices. Entry level smartphones are selling well, for instance the Nokia Lumia 505 was the fifth bestselling smartphone in Mexico in the past three months.

Smartphone penetration in Great Britain reached a record high of 65% in May, with 85% of devices sold in the past three months being smartphones.

*Great Britain, Germany, France, Italy and Spain.

Smartphone OS Sales Share (%)

Germany	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	17.8	15.0	-2.8
Android	68.6	76.7	8.1
BlackBerry	0.6	0.5	-0.1
Symbian	5.2	1.3	-3.9
Windows	6.5	6.1	-0.4
Other	1.3	0.4	-0.9
GB	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	29.1	29.9	0.8
Android	52.1	56.6	4.5
BlackBerry	12.6	5.3	-7.3
Symbian	1.6	0.1	-1.5
Windows	4.1	7.8	3.7
Other	0.5	0.3	-0.2
France	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	17.8	17.9	0.1
Android	56.7	65.2	8.5
BlackBerry	8.3	2.9	-5.4
Symbian	6.2	1.4	-4.8
Windows	2.0	7.4	5.4
Other	9.0	5.2	-3.8
Italy	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	20.0	14.8	-5.2
Android	50.1	69.2	19.1
BlackBerry	6.0	2.7	-3.3
Symbian	14.9	2.9	-12.0
Windows	6.9	9.7	2.8
Other	2.2	0.7	-1.5
Spain	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	3.5	4.2	0.7
Android	84.4	92.5	8.1
BlackBerry	7.0	0.1	-6.9
Symbian	2.9	0.9	-2.0
Windows	1.7	1.9	0.2
Other	0.3	0.4	0.1

USA	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	38.4	41.9	3.5
Android	51.9	52.0	0.1
BlackBerry	4.6	0.7	-3.9
Symbian	0.5	0.3	-0.2
Windows	3.7	4.6	0.9
Other	0.9	0.5	-0.4
China	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS		23.6	
Android		71.5	
BlackBerry		0.2	
Symbian		1.3	
Windows		2.9	
Other		0.4	
Australia	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	28.6	28.5	-0.1
Android	58.2	62.4	4.2
BlackBerry	0.2	0.4	0.2
Symbian	3.7	1.7	-2.0
Windows	6.7	5.6	-1.1
Other	2.7	1.4	-1.3
Mexico	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	7.9	9.9	2.0
Android	27.1	60.3	33.2
BlackBerry	32.3	11.3	-21.0
Symbian	27.2	10.3	-16.9
Windows	2.2	6.6	4.4
Other	3.4	1.5	-1.9
EU5	3 m/e May 2012	3 m/e May 2013	% pt. Change
iOS	19.2	17.8	-1.4
Android	61.3	70.4	9.1
BlackBerry	7.0	2.5	-4.6
Symbian	5.4	1.2	-4.2
Windows	4.3	6.8	2.5
Other	2.8	1.4	-1.4

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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 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 3,000, 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.

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