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Press Information

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Apple reaches highest ever sales share in urban China while Android regains number one spot in US

London, 4 March 2015 – The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months ending in January 2015, show that Apple's iOS reached its highest ever share in urban China with one in every four smartphones sold being an iPhone.

"Leading into Chinese New Year, Apple iPhone 6 and 6 Plus drove sales to an unprecedented high in urban China with iOS' share of the smartphone market reaching 25.4% – a 4.5 percentage point increase over the same period in 2014", reported Carolina Milanesi, chief of research at Kantar Worldpanel ComTech. "Across key global markets Apple's momentum generally continued from last month, although Android was able to slow down the decrease in share in some countries such as Germany, Spain and France where its sales had started to look like they were in free fall."

"In urban China, Apple iPhone 6 was the best selling phone in the three months ending in January with a share of 9.5%", explained Tamsin Timpson, strategic insight director at Kantar Worldpanel ComTech Asia. "Xiaomi had several smartphones in the top 10 chart with the RedMi Note its best selling device and the second most popular product behind the iPhone 6 which has a share of 8.9%". Over the past three months, Apple continued to close the gap with Xiaomi, which remained the leading brand in urban China but with only a 2.2 percentage point advantage.

Across Europe, Android's share declined by 2.2 percentage points year-on-year to 67.2% while iOS rose by 3.2 percentage points. "Great Britain was once again the market that recorded the sharpest drop in Android share", said Dominic Sunnebo, business unit director at Kantar Worldpanel ComTech Europe. "However, a more stable performance by Samsung was able to hold share quarter-on-quarter and an improved performance by Motorola and HTC helped overall Android sales". In Britain, Samsung's Galaxy S5 was the second best selling smartphone with a share of 8.0%, just under half that of the iPhone 6 at 17.6%. The iPhone 6 was also the best selling smartphone in France, Germany, Italy and Japan.

After losing its top spot to iOS in the holiday quarter of 2014, Android bounced back in the US with a share of 51.9%. "Samsung was able to take its share to levels similar to January 2014 and LG also grew its share of sales year-on-year", added Milanesi. The Galaxy S5 remained the second best selling smartphones with half the share of the iPhone 6 which held its number one position. In the latest period 13.9% of iOS customers in the US switched over from an Android device – up from 12.1% in the three-month ending in December.

“As vendors flocked to Mobile World Congress this week to showcase their latest products it is noticeable how many have decided to focus on the mid-tier as success at the high-end appears more and more unattainable”, Milanesi concluded. “However, while mid-tier consumers might be more accessible than high-end ones, manufacturers will have to work harder than ever to stand out in an increasingly crowded marketplace.”

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

Smartphone OS Sales Share (%)

Germany	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	75.1	71.1	-4.0
iOS	16.2	18.7	2.5
Windows	6.8	8.9	2.1
Other	1.9	1.3	-0.6

USA	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	55.0	51.9	-3.1
iOS	39.2	42.8	3.6
Windows	4.5	4.3	-0.2
Other	1.3	1.0	-0.3

GB	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	59.2	51.5	-7.7
iOS	28.7	40.1	11.4
Windows	9.1	7.4	-1.7
Other	3	1	-2.0

China	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	80.8	72.8	-8.0
iOS	17.4	25.4	8.0
Windows	0.7	0.8	0.1
Other	1.1	1.0	0.1

France	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	65	65.3	0.2
iOS	22.2	20.2	-2.0
Windows	9.5	13	3.5
Other	3.3	1.5	-1.8

Australia	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	57.7	46.9	-10.8
iOS	35.1	42.4	7.3
Windows	5.1	8.7	3.6
Other	2.1	2	-0.1

Italy	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	67.2	66.6	-0.6
iOS	12.6	18.3	5.7
Windows	16.9	13.2	-3.7
Other	3.3	1.9	-1.4

Japan	3 m/e Jan 2014	3 m/e Jan 2015	% pt. Change
Android	39.6	45.4	5.8
iOS	59.7	52.4	-7.3
Windows	0.2	0.2	0.0
Other	0.5	2	1.5

Spain	3 m/e Jan	3 m/e Jan	% pt.

EU5	3 m/e Jan	3 m/e Jan	% pt.

	2014	2015	Change
Android	86.3	86.7	0.4
iOS	7.3	10.4	3.1
Windows	5.5	2.5	-3.0
Other	0.9	0.4	-0.5

	2014	2015	Change
Android	69.4	67.2	-2.3
iOS	18.7	21.9	3.2
Windows	9.4	9.6	0.2
Other	2.5	1.3	-1.2

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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