

## Apple iOS leads US OS share for the first time since Q4 2012

*iOS gains 13.1 percentage points in Great Britain*

**London, 4 February 2015** – The latest smartphone sales data from Kantar Worldpanel ComTech, for the fourth quarter of 2014, shows that Apple's share of sales grew across the US, Europe\* and China during the important Christmas period, driven by a strong portfolio of devices.

"In the US, Apple iOS overtook Android for the first time since this time in 2012, albeit by the slimmest 0.1% margin," reported Carolina Milanese, chief of research at Kantar Worldpanel ComTech. "While the success of the iPhone 6 and 6Plus is unprecedented, this quarter's performance also points to Apple having its strongest portfolio ever. With a range of devices available at different price points in both contract and pre-pay Apple was able to take advantage of a weaker Android offering at the premium end of the market."

Throughout the holiday quarter, the iPhone 6 was the best-selling smartphone in the US and was also the most popular smartphone to give as a gift. Samsung retained its number two spot in the vendor chart with the Galaxy S5 which was the second best-selling smartphone.

Across Europe, Android's share declined by 3.8 percentage points year-on-year to 66.1% while iOS rose by 6.2 percentage points. Great Britain had the biggest impact on the decline as iOS grew its share of sales by 13.1 percentage points compared to this time last year with Samsung, LG and Sony all losing market share both year over year and over the previous quarter. "Italy was the only European market where Android grew," said Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech Europe. "Considering the strong pre-pay market and the wider direct channel it is not a surprise that Android products – with their value for money proposition – continue to appeal to Italian consumers."

Windows Phone, soon to be Windows 10, had seen some success across Europe in 2013 but continued to struggle in the latest period, recording minimal growth only in France and Germany.

"In Urban China, Apple iOS grew share year-on-year at the expense of Android," explained Tamsin Timpson, strategic insight director at Kantar Worldpanel ComTech Asia. "While Xiaomi remained the bestselling brand in the latest period, Apple was able to close the gap slightly, growing its share to 21.5% from 19% last year." Almost a quarter of Chinese consumers who bought an iPhone in the past three months were acquiring their first smartphone, compared to 16.5% for the same period in 2013.

Smartphone penetration reached 59% in the US and 67% across Europe's top five economies while emerging markets such as Brazil (35%) and Mexico (37%) still have a long way to go. "As the opportunity to attract first-

time smartphone buyers in developed economies diminishes, retaining loyal customers is becoming as important as winning them over from competing platforms,” Milanesi concluded. “Apple’s average customer loyalty of 87% across the US and Europe certainly looks promising.” While Samsung might be feeling some pressure its brand loyalty remains by far the strongest within the Android ecosystem with an average of 62% across the US and big European markets.

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

### Smartphone OS Sales Share (%)

Germany	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change	USA	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change
Android	75.4	71	-4.4	Android	50.7	47.6	-3.8
iOS	17.3	20.9	3.6	iOS	43.9	47.7	3.8
Windows	5.9	7.4	1.5	Windows	4.2	3.8	-0.4
Other	1.4	0.7	-0.6	Other	1.2	0.8	-0.3
GB	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change	China	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change
Android	58.0	50.5	-7.5	Android	78.6	77	-1.6
iOS	28.9	42	13.1	iOS	19	21.5	2.5
Windows	9.6	6.6	-3.0	Windows	1.1	0.7	-0.4
Other	3.5	0.9	-2.6	Other	1.3	0.8	-0.5
France	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change	Australia	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change
Android	66	64.7	-1.3	Android	57.5	43.7	-13.8
iOS	20.2	23	2.8	iOS	34.8	45.1	10.3
Windows	11.3	11.6	-1.5	Windows	5.2	9.2	4.0
Other	2.5	0.7	-1.7	Other	2.4	2	-0.3
Italy	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change	Japan	3 m/e Dec 2013	3 m/e Dec 2014	% pt. Change
Android	66.2	67.3	1.1	Android	30.5	38.3	7.8
iOS	12.8	18.3	5.5	iOS	68.7	60.2	-8.5
Windows	17.1	12.7	-4.4	Windows	0	0	0.0
Other	3.9	1.7	-2.2	Other	0.8	1.5	0.8
Spain	3 m/e Dec	3 m/e Dec	% pt.	EU5	3 m/e Dec	3 m/e Dec	% pt.

	2013	2014	Change		2013	2014	Change
Android	86.7	83	-3.7	Android	69.9	66.1	-3.8
iOS	6.8	12.9	6.1	iOS	17.9	24.1	6.2
Windows	5.4	3.8	-1.6	Windows	9.9	8.9	-1.0
Other	1.1	0.3	-0.9	Other	2.3	0.9	-1.5

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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