

## HTC Overtaking Nokia in Market Race

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The FT reports HTC is now the world's 3rd most valuable smartphone manufacturer-- taking over Nokia's position.



The 2 biggest smartphone makers in the world are Apple and Samsung, even if one has to keep in mind smartphones are not the 2 companies' sole business.

Nokia still remains the world's biggest mobile device producer (by volume), with 28.9% global market share.

HTC's rise to success reflects the market's acceptance of touchscreen-based smartphones, with their now being mass-market products in the Europe and the US. IDC expects the global smartphone market to grow by 50% this year, even if slowdown is expected.

Other analysts, including Morgan Stanley, have less cheering news for HTC-- the company could face "increasing headwinds" as competitors catch up with low- or mid-ranged smartphone models growing in popularity at the expense of premium models.

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