

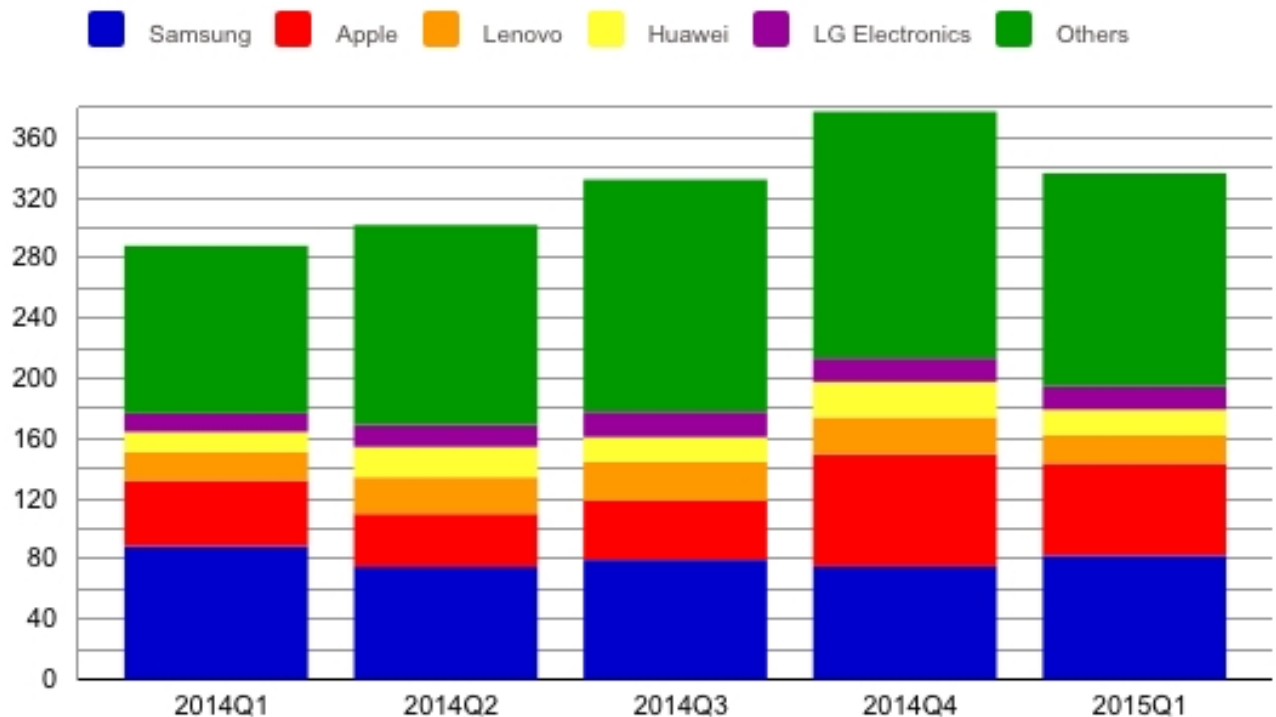
IDC: Samsung Reclaims Smartphone Leadership

Written by Marco Attard
08. May 2015

IDC reports global Q1 2015 smartphone shipments total 336.5 million units, representing a 16.7% Y-o-Y increase (or a -10.9% decline from the 377.5m units shipped on Q4 2014), as Samsung beats Apple to the top vendor spot.



Top 5 WW Smartphone Vendors, 2015Q1 Unit Shipments (Millions)



"The challenge made by Apple for the top spot in Q4 2014 returned to a clear lead for Samsung in Q1 2015, despite the soaring global demand for the iPhone 6 and 6 Plus," the analyst says. "Samsung's shipments, given that the S6 was not launched into the market for the full quarter, were driven by large volumes into emerging markets and steady demand for its midrange and lower-priced smartphones."

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That said, IDC also remarks that Apple shipments for the quarter remain strong, thanks to an "insatiable appetite" for larger iPhones in key Chinese market. However Samsung provides stiff competition, with a streamlined portfolio complete with both lower-end devices for emerging regions such as MEA and high-end flagships (the Galaxy S 6 and S 6 edge) covering elsewhere.

Samsung shipments for the quarter total 82.4m units to take over 4.5% Q1 2015 market share, while Apple ships 61.2m units and grabs 18.2% share. Following are Lenovo (5.6% share), Huawei (5%) and LG (4.6%).

"Through the rest of this year, we expect all vendors to be squeezed on falling ASPs, while at the high end it will be a battle between the Galaxy S6 and S6 edge from Samsung versus continued demand for the iPhone 6 and 6 Plus," the analyst concludes.

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