

Gartner: Smartphone Sales See Slowest Growth

Written by Marco Attard
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Gartner reports global Q2 2015 smartphone sales total 330 million units with 13.5% Y-o-Y growth-- the slowest since 2013, in part caused by poor performance in the world's biggest smartphone market, China.

Worldwide Smartphone Sales to End Users by Vendor in 2Q15 (Thousands of Units)

Company	2Q15 Units	2Q15 Market Share (%)	2Q14 Units	2Q14 Market Share (%)
Samsung	72,072.5	21.9	76,129.2	26.2
Apple	48,085.5	14.6	35,345.3	12.2
Huawei	25,825.8	7.8	17,657.7	6.1
Lenovo*	16,405.9	5.0	19,081.2	6.6
Xiaomi	16,064.9	4.9	12,540.8	4.3
Others	151,221.7	45.9	129,630.2	44.6
Total	329,676.4	100.0	290,384.4	100.0

Source: Gartner (August 2015)

"While demand for lower-cost 3G and 4G smartphones continued to drive growth in emerging markets, overall smartphone sales remained mixed region by region in Q2 2015," the analyst says. "Emerging Asia/Pacific (excluding China), E. Europe and MEA were the fastest-growing regions, driven by good performance from Chinese and local vendors. By contrast, smartphone sales in China fell for the first time year over year, recording a -4% decline."

In the vendor rankings Samsung continues facing the Apple challenge even as it launches new S6 models, with the Korean giant's Q2 2015 market share dropping to 21.9% (from 26.2% in Q2 2014) and sales fall by 5.3% Y-o-Y. Apple follows with 14.6% market share, an improvement from 12.2% in Q2 2014 as iPhone sales grow by 36% Y-o-Y through replacements in both emerging and mature markets.

Third placing Huawei records the highest growth rate (46.3% Y-o-Y) thanks to strong overseas sales.

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Android remains the most popular smartphone OS, even if the aforementioned Chinese slowdown leads to a slight drop in global OS share (from 83.8% in Q2 2014 to 82.2% in Q2 2015). Android's loss was Apple's gain, as iOS share grows to 14.6% (from 12.2% in Q2 2014), while Windows share remains more or less flat at 2.5% as the company struggles to generate wider Windows Phone demand, even at the lower end.

Worldwide Mobile Phone Sales to End Users by Vendor in 2Q15 (Thousands of Units)

Company	2Q15 Units	2Q15 Market Share (%)	2Q14 Units	2Q14 Market Share (%)
Samsung	88,739	19.9	97,418	21.9
Apple	48,086	10.8	35,345	8.0
Microsoft	27,690	6.2	43,814	9.9
Huawei	26,119	5.9	18,219	4.1
LG Electronics	17,622	4.0	18,310	4.1
Lenovo*	16,626	3.7	19,266	4.3
Xiaomi	16,065	3.6	12,541	2.8
TCL Communication	15,733	3.5	13,923	3.1
ZTE	14,560	3.3	12,629	2.8
Micromax	9,884	2.2	8,578	1.9
Others	164,634.7	36.9	164,148.3	37.0
Total	445,758.8	100.0	444,190.4	100.0

Source: Gartner (August 2015)

Meanwhile global overall mobile phone sales remain flat (0.4% Y-o-Y growth) during the quarter to reach 446m units.

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