

## **IDC: Smartphone Woes Continue in Q4 2018**

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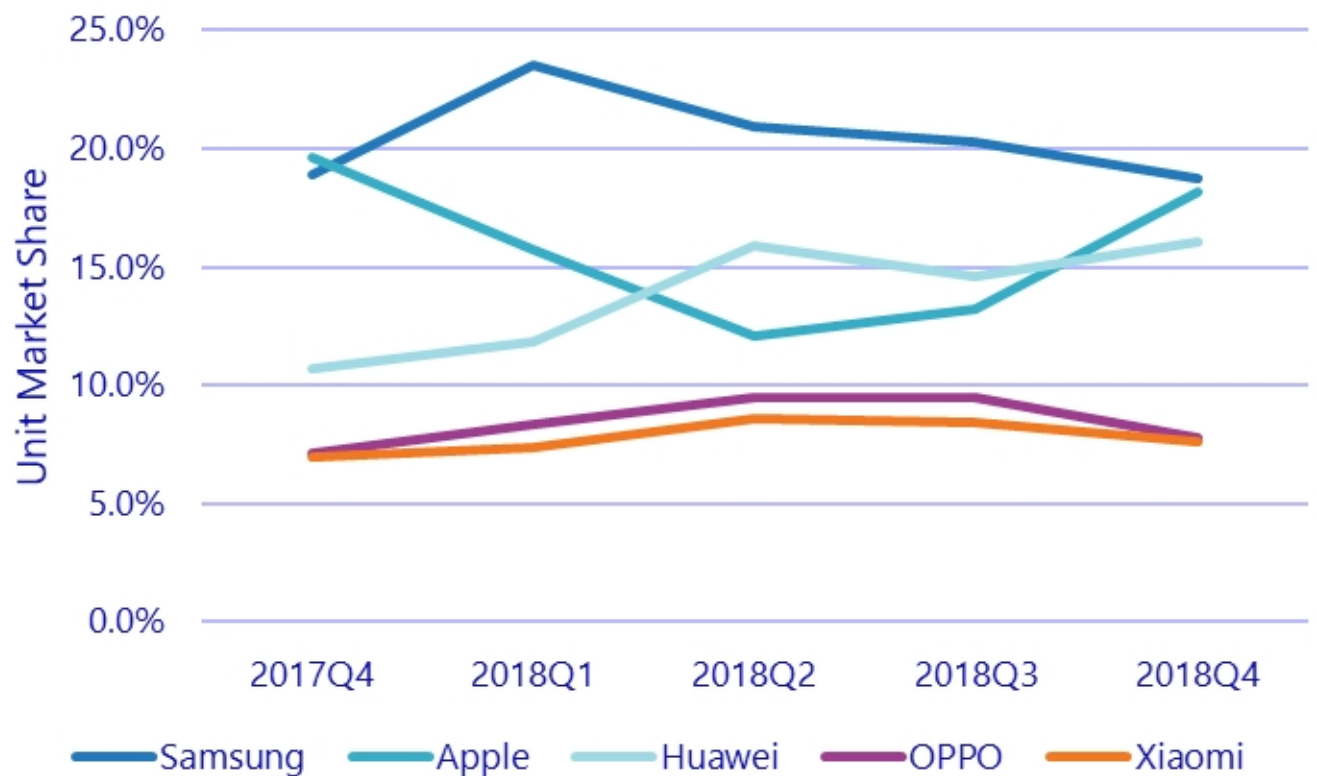
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The global smartphone market remains on the slide, IDC reports-- Q4 2019 shipments total 375.4 million units, a -4.9% Y-o-Y drop making a challenging holiday season the 5th consecutive quarter of decline.

Smartphone shipments for full-year 2018 total 1.4 billion units, a -4.1% decline, leading the analyst to predict 2019 will see further decline. After all, outside of a handful of high-growth S. E. Asian markets, the world sees little of positive activity in 2018. A number of factors bring such a situation, including lengthening replacement cycles, increasing penetration levels in many large markets, political and economic uncertainty and growing consumer frustration over continuously rising price points.



### Worldwide Top 5 Smartphone Companies, 2018Q4 Unit Market Share



Source: IDC 2019

[IDC Quarterly Mobile Phone Tracker, January 2019](#)