

## Android to Continue Further Growth

Written by Marco Attard  
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As W.W. smartphones sales reach 468m units by 2011's end (a 57% increase over 2010), Android will become the world's most popular mobile OS with its user base accounting for 49% of the smartphone market by 2012.

### Worldwide Mobile Device Sales to End Users by Vendor in 2Q11 (Thousands of Units)

Vendor	2Q11 Units	2Q11 Market Share (%)	2Q10 Units	2Q10 Market Share (%)
Nokia	97,869.3	22.8	111,473.7	30.3
Samsung	69,827.6	16.3	65,328.2	17.8
LG	24,420.8	5.7	29,366.7	8.0
Apple	19,628.8	4.6	8,743.0	2.4
ZTE	13,070.2	3.0	6,730.6	1.8
Research In Motion	12,652.3	3.0	11,628.8	3.2
HTC	11,016.1	2.6	5,908.8	1.6
Motorola	10,221.4	2.4	9,109.4	2.5
Huawei Device	9,026.1	2.1	5,276.4	1.4
Sony Ericsson	7,266.5	1.7	11,008.5	3.0
Others	153,662.1	35.8	103,412.6	28.1
<b>Total</b>	<b>428,661.2</b>	<b>100.0</b>	<b>367,986.7</b>	<b>100.0</b>

Source: Gartner (August 2011)

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Gartner's latest report on the state of the smartphone market says open OS devices will account for 26% of all mobile handset sales in 2011. In 2015, their sales should surpass the 1BN mark, and account for 47% of the total mobile device market.

Vendors' fight for Android market share will result in customer benefits, as prices decrease further and further. Gartner says Android's greatest long term volume opportunity will be in the mid- to low-cost smartphone market, particularly in emerging markets.

Apple's iOS will remain the world's second biggest platform up til 2014, even if its marketshare declines somewhat after 2011. Meanwhile RIM's forecast is relatively gloomy, with marketshare declining as RIM migrates from BlackBerry OS to QNX.

Finally, Nokia will drive Windows Phone to the 3rd W.W. position by 2013-- an impressive performance, but still less than what Nokia achieved with Symbian back in its heyday.

Go [Android to Command Nearly Half of W.W. Smartphone OS Market by 2012](#)