

Smartphone Shipments on the Rise in EMA

Written by Marco Attard
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EMEA is at the second place when it comes to WW regional shares, accounting for 32% of worldwide shipments, with 32.6m units-- showing 67% Y-o-Y growth, Canalys says.

Meanwhile overall smartphone shipments grow by 83% Y-o-Y, reaching 101m units for Q1 2011.

Worldwide smart phone market

Regional shares Q1 2011, Q1 2010

Region	Q1 2011 shipments (million)	% share	Q1 2010 shipments (million)	% share	Q1'10
Total	101.0	100%	55.2	100%	
Asia Pacific	37.3	37%	18.8	34%	
Europe, Middle East and Africa	32.6	32%	19.6	35%	
North America	24.7	24%	13.3	24%	
Latin America	6.5	6%	3.5	6%	

Note: rounding errors may occur

Source: Canalys estimates, © Canalys 2011

Nokia retains its position as WW market leader, shipping 24.2m units (with 13% Y-o-Y growth), but is under strain from vendors selling Android-carrying smartphones. Canalys says Samsung's mid-tier priced Wave smartphones have good uptake in France, the UK and Germany.

Following Nokia in smartphone shipments are Apple, RIM, Samsung and HTC-- same as Q4 2010. RIM however continues losing market share, as it awaits its portfolio refresh (due to its

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focusing on launching the Playbook tablet).

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